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How To Start Your Own Business (p. 3)

THE FINANCIAL POST

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The Nation's Business

Big New Challenge For All War Workers

A good many Canadians appear to have started their victory celebrations too early.

Elsewhere on this page is a report of the sharp and drastic revision of our war production program; the strong shift of emphasis away from cut-backs and reconversion to swift filling of new war needs.

Prime Minister Churchill's warning that we can by no means count on early end of the European war lends strength to private advices from well-informed sources to the same effect.

Still to make their appearance and greatly feared by those in position to know are new German weapons. The U. K. civilian population along with all troop concentrations in Britain and Europe are now regarded as almost certain to have some new and grisly trials ahead.

Victory is certain but the right answer as to when and at what price may be shocking.

There is a widespread and admittedly very human tendency to relax in self-imposed wartime disciplines; a readiness to dodge wartime restrictions; to regard them as don'ts and hobbles for which the need is past.

Of all the chief fighting nations, Canada has given its home-front citizens more wartime blessings and less wartime hardships than any other. We are very substantially better off than even the United States because our wartime price control and supply distribution systems have worked better. In Canada, too, we can reasonably expect less trouble during the critical transition from war to peace.

When you are asked to buy and hold Victory Bonds, to buy and hold more Victory Bonds, to help get your employees to buy and hold more Victory Bonds, we are doing only our decent least.

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WANT NONPOLITICAL TAX PROBE

The proposed composition of Mr. Ilsley's Royal Commission to investigate tax treatment of co-operatives is not very promising. The Minister of Finance has announced that the co-operatives will have a representative on the Commission to be balanced, presumably, by a representative of privately operated industry.

This is a political approach to a problem which should be decided purely on its economics. For years this whole issue has been tangled up in political considerations and it begins to look as if this Royal Commission is simply going to perpetuate this situation; provide a time-lag that will at least hoist the matter until after a general election. This sort of a setup is very likely to mean that the whole matter will be pre-judged by the commissioners; that the result of their hearings and investigations would probably be no different one day after sitting than it would be after sitting six months.

Certainly there are competent Canadians who could be named to the commission who could be trusted to come to their task with open minds and a judicial spirit.

What is needed is a commission which will deal with the entire question of taxation. A complete review and thorough overhaul of our whole tax system and administration is essential now if we are to avoid postwar disasters.

Taxation of co-operatives is simply a part of that bigger issue and cannot properly be handled apart from it.

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SMALL BUSINESS OUR MAIN HOPE

Small business is the heart and soul of all business. Its vitality is the best index of our national vigor of mind and spirit. It is our best hope for the future; proof of the dynamic, living values of the individual enterprise system.

A great deal of Canada's success in meeting the challenge of providing enough new postwar jobs depends on the multiplication of small business—particularly stores, repair shops, restaurants, entertainment facilities and that host of occupations that go under the general heading of service trades.

It will be flying in the face of clear fact, as well as straining after an improbability, if we concentrate our hunt for the needed new jobs on industries such as manufacturing, mining, agriculture, and so on.

Here is how Canada's working population was distributed in 1941:

35% in primary industry (farming, mining, lumbering, etc.)
23% in secondary industry (manufacturing)
42% in tertiary industry (transportation, retailing, wholesaling, plumbing, teaching, etc.)

The modern economic development of every highly developed country has been one of almost constant increase in the proportion of workers in the tertiary group. One of the world's outstanding statisticians, Colin Clark, estimates that by 1960 the proportions in Canada will be primary 24%, secondary 18%, tertiary 59%.

These factors were behind the thinking which led The Financial Post to commission Ross Baxter Willis to undertake the series of articles, How To Start Your Own Business.

Public response to this series (the third of some 20 articles is published this week) has been almost astonishing, certainly gratifying.

Here are a few comments:

"I think that the increase of successful small business is desirable and possible It will mean eventually the elimination of the poorly run businesses. A poorly run business is expensive and therefore not in the public interest."—**J. William Horsey, President Dominion Stores Ltd., Toronto.**

"It will encourage people to try and one of the great freedoms that we have in this country is the opportunity to try and if we fail, to try again."—**W. H. Carter, President, Winnipeg Electric Co.**

"Incompetent management accounts, I believe, for most failures of businesses whether large or small, and accordingly anything that can be done to select and develop competent managerial ability is desirable."—**R. V. LeSueur, President, Imperial Oil Ltd.**

"Our national economy must depend in large measure on the promotion and support of small businesses."—**Sidney Smith, Principal, University College, University of Toronto.**

"It is definitely desirable to increase the number of successful small businesses and to assist people in such establishments. So called big business will be unable to absorb all."—**R. C. Berkinshaw, General Manager, The Goodyear Tire & Rubber Co. of Canada, Ltd.**

"The suggestions embodied in these articles will develop the initiative necessary for a great many of our returning men to plan for some definite course of future activity."—**F. S. Corrigan, Executive Vice-President, General Steel Wares, Ltd.**

"No large business started in a large way. An increase in successful small business is not only desirable and possible, but absolutely esential if our system of competitive enterprise under a democratic form of government is to survive."—**Henry Borden, President, Canadian Club, Toronto.**

"I believe you are very definitely performing a useful service. You may be interested in knowing also that people engaged in rehabilitation work with whom I have discussed this feature are of the same opinion."—**G. H. Baker, The Robert Simpson Co. Ltd.**

The articles will cause just the kind of thinking and self-analysis that a majority of the returning boys will need."—**L. F. Winchell, Vice-President & General Manager, Hinde & Dauch Paper Co. of Canada Ltd.**

"This is also an excellent opportunity to give good sound business advice to men who are already operating their own businesses. Nobody is too old to learn."—**Lt.-Col. M. L. Douglas, President, John B. Stetson Company (Canada) Ltd.**

"In some lines (not all) the experienced man who knows the local demand, if willing to start in a small way—be at first his own bookkeeper and salesman, even foreman of production—has an advantage over the big organization with its president, several vice-presidents, and directors; and a small percentage may succeed. All the great successes have started that way!"—**W. M. Birks, Chairman, Henry Birks & Sons, Montreal.**

QuebecPulp Asset Sale Is Discussed

Several Groups Reported Interested — Govt. Eager to End Bankruptcy

By DWIGHT MOODY

MONTREAL — Some action may develop soon looking to sale of the assets of Quebec Pulp & Paper Corp. placed in bankruptcy Oct., 1942.

Last year, now-Premier Duplessis, then Opposition leader, scathingly attacked the Godbout Government for delay in settling the Quebec Pulp & Paper case.

Changes already have been made in representatives of the creditors (biggest is the Quebec Government itself) who are administering Quebec Pulp & Paper assets, and there is evidence that the Duplessis government is anxious to get the case settled quickly because of political complications.

Negotiations Under Way

Discussions already have taken place, it is understood, between parties interested in acquiring the Quebec Pulp assets and representatives of the Government.

Quebec Pulp & Paper's chief asset is timber land: about 5 million cords of pulpwood of which some 4 million cords is freehold. Others are mill properties at Chicoutimi and at Val-Jalbert, P.Q., water power sites with a 60,000 h.p. potential of which 36,000 h.p. is developed, and various miscellaneous buildings and assets. The company has $950,000 in cash and Government bonds.

Price Bros. and Aluminum Co. of Canada at various times have been interested in acquiring the properties. At present a new group, it is understood, has shown an interest in them.

When the present company was formed in 1927 some $10 millions was paid for the assets, then owned by predecessor companies. Consolidated Paper Corp. and Price Bros. jointly paid $3 millions cash for the common stock (100,000 no-par-value shares). In addition, there is outstanding $7 millions preferred stock (70,000 $100 par shares). The preferred stock is owned mostly by small holders throughout Quebec.

The only liability, other than the capital stock, is a claim of about $1.9 millions, of the Quebec Streams Commission. It was on the basis of this claim that the Quebec Government put the company in bankruptcy in 1942. The amount of the claim it has been contended, is contestable.

Indicate $5 Millions Total

Value of timber holdings might be estimated at around $2 millions —probably conservative. Valuing other assets well below cost or replacement value, plus the $950,000 cash estimates, would indicate a total valuation of assets at over $5 millions. Deducting the Quebec

(Continued on page 2, col. 3)

NEW CHAMPION

When the Royal Commission on co-operative taxation begins its hearings, income tax payers will be represented by a new champion: Gunnar Solmundur Thorvaldson, K.C., M.L.A., president of the Income Tax Payers Association of Canada. With a 600-member national association behind him, the 44-year old lawyer heads full tilt into one of the thorniest taxing controversies to arise. Until last June only the press and some business leaders spoke for the payer of income tax. Now, G. S. Thorvaldson aims to give him a real voice in public affairs.

CCF's Mineral Taxes Switch Rights to Crown

Phelps Expects Double-barrelled Levy Will Cause Majority to Let Mineral Rights Pass to Province Rather Than Pay

From Our Own Correspondent

REGINA—Canada's two railways, the Canadian Pacific and the Canadian National, and the Hudson's Bay Co. are destined to bear the brunt of the first new tax imposed by the CCF Saskatchewan Government.

This is the taxation imposed by the new Mineral Taxation Act, now before the Legislature.

It hits directly the holders of mineral rights in Saskatchewan, a considerable portion of which are held by the CPR, CNR, HBC and the Canada Saskatchewan Land Co. under old agreements with the Federal Government.

It does not affect the big Hudson's Bay Mining & Smelting Co., which mines on the Manitoba-Saskatchewan border near Flin Flon, because mineral rights on this company's property are held by the Crown and the royalties go directly to the province. The tax affects all minerals, coal, oil, clays, ores, etc., except, of course, those already held by the Crown.

The mineral taxation consists of two taxes—first, the mineral tax of five cents an acre, which is to be slapped on each holder of mineral rights. It is effective Jan. 1, 1945.

Second is the holding Tax. This may be levied up to a maximum of 10 mills on each dollar of the estimated value of mineral deposits in which will be termed a "proved area," that is an area in which mineral development is going on. An example is the Estevan Coal field in south Saskatchewan. (It is reported the Cabinet, which will set this tax, has decided on a rate of five mills for the start.)

If taxes are not paid, mineral rights will be forfeited to the Crown. Resources Minister Phelps said he believed most holders of mineral rights would forfeit their rights rather than pay the tax.

In the determination of the holding tax, the procedure will be along these lines: The Government, when and if it considers a certain area is producing minerals, will declare the area "a proved area." Then a government assessor will estimate the value of the mineral deposits in that area. On the basis of that estimate the holders of mineral rights must pay their holding tax, but the law provides for an appeal by mineral rights holders to the Saskatchewan Assessment Commission.

Further reports on activities of the Saskatchewan Legislature will be found on page 11.

New Saskatchewan Bill Permits Expropriation

Proposed Legislation Would Give Government Wide Powers to Socialize Resources Industries —Imperial Oil Refinery, Flour Mills, Specified

From Our Own Correspondent

REGINA—Threat of expropriation of properties of Imperial Oil in Saskatchewan was uttered by Natural Resources Minister J. L. Phelps in a debate in the Saskatchewan Legislature.

Objecting to the CCF government's bill amending the Natural Resources Act to allow the government to enter business to develop natural resources, a Liberal member asked: "Why should the government pour public funds into failing enterprises? Why does the government not go back to work and take over flour mills and oil refineries? Why not take over the Imperial Oil Refinery (Regina)?"

"We will," interjected Mr. Phelps.

The bill will enable the government to develop industries and carry out the government's policy of public ownership of natural resources. It will allow the Natural Resources Minister to acquire land or works by purchase, lease or expropriation. It will allow the minister to develop and utilize resources in lands, minerals, fur, game, fish, water, water power or forests, or to buy and sell products of the resources.

Right of Appeal Restricted

It gives the minister power to expropriate and if a disagreement arises as to price to be paid property owners, arbitration may be carried out by a King's Bench court judge. Appeal may be carried to the provincial appeal court but no further.

"We (the CCF government) have decided to enter the field of business to implement the program on which we have been elected," Mr. Phelps said.

Mr. Phelps declared the government was investigating the feasibility of erecting a pulp mill in Saskatchewan. "Just as soon as the economics of the pulp mill project have been decided I shall announce we are proceeding with that project," he said.

Opposing the bill, Liberal Opposition Leader W. J. Patterson said the bill was "one of the most comprehensive and widest pieces of legislation ever to be presented to a Saskatchewan legislature."

G. Danielson, Liberal, questioned if the government had any mandate to expropriate industry.

Clothing Progress In Next Post Issue

Next week, The Financial Post reports on the industries which clothe and equip Canada's armed forces, with particular emphasis on the new techniques in textiles which have developed so rapidly during the war. Not only has this specialized equipment played a crucial military role, but steps have already been taken to provide similar clothing benefits for the civilian.

Stelco Adds ColdRolling To Program

Big Installation Announced Is Item 3 in Expansion to Diversify Flat Rolled Steel

From Our Own Correspondent

MONTREAL—In addition to construction of a hot strip mill (plans for which were recently announced), Steel Co. of Canada intends to install cold-rolling mills and finishing equipment "necessary to complete the entire program intended to diversify still further the range of products manufactured and to service more adequately the wide range of consumers of flat-rolled steel," states President Ross H. McMaster in a message to stockholders. It is hoped to start on the rolling mills and finishing equipment before the hot strip mill is ready to operate.

The proposed six-stand 56-in. hot strip mill will represent the second step in the company's plan to install a complete modern wide strip mill for production of hot- and cold-rolled sheets and tin plate. The new mill will involve an expenditure of "several million dollars" and will produce hot-rolled sheets down to 18 gauge. It will be operated in conjunction with the 110-in. plate mill completed early in 1941.

Important Investment

"The aggregate cost (of the new program) represents a very important investment for a Canadian company," says Mr. McMaster, "but your directors consider it essential to the maintenance of the leading position of your company as the basic supplier of steel for the growing activities of Canadian manufacturers and to meet the anticipated demands of the postwar period. The new mills will also provide an outlet for the increased basic steel production which has been doubled as a result of war requirements."

The company's steel production for the first nine months of this year exceeded the record of 1943 for the same period by about 5%, despite the hot weather of the past summer and the difficulties surrounding the maintenance of adequate working forces due to the persistent shortage of labor.

With the assistance of semi-finished steel purchases, sales in point of value also have been ahead of last year, but to a lesser extent than the gain in production.

Current production continues at full capacity, with a large volume of unfilled orders on hand.

Steep Rock Plans To Be Discussed

At a meeting of the board of directors of Steep Rock Iron Mines to be held in Toronto on Nov. 10, the company's engineers, the company's consultants and various specialists, will present to the board details of the plan devised for 1945 activities which is designed to produce from a million to 1.5 million tons of ore.

Plans, contemplated to increase production in 1946 and 1947, will also be presented and discussed. Any production activities for the remainder of this season will be subservient and purely incidental to the broad program indicated above, it is stated.

Cutbacks Postponed As War's End Recedes

'Top Production' High Command's Order as Shell Stockpile Dwindles — Expect No Miracle in West, No Fixed Date for Phase II to Begin

By KENNETH R. WILSON

OTTAWA—Production plans for Canadian war plants have been swept completely overboard by the about face of the generals as to when the European war will end.

Instead of a definite date for European war "cutbacks" the generals have now left an "open" end. This means that many war contracts which were to have terminated on Dec. 31 (and in some cases even earlier) are now extended indefinitely.

The basis for this decision is the definite assumption, emphasized clearly and bluntly by top-level military visitors here recently that the European war cannot possibly terminate in 1944.

Ammunition Emphasis

Whether this decision is too pessimistic (just as the earlier decisions based on Quebec and earlier deliberations were too optimistic) time alone will tell. For the moment the word from the High Command is clear and definite: continue production at top speed indefinitely. (It is with a view to achieving this end that General McNaughton is touring Canadian war plants.)

Actually a shortage in certain types of ammunition has already developed. On certain lines, Canada is already nearing the bottom of stockpiles which have been accumulated over several years. In many lines (shells particularly) both British and American forces are pressing Canada for greatly increased production.

Aggravating this is a continued manpower shortage right across the board. Manpower is now tighter in Canadian plants as a whole, than at any time since the beginning of the war.

Some small relief is being afforded by an order-in-council passed a few weeks ago which permits draftees to be used in "essential" industry such as food processing, malleable casting plants and so forth on the recommendation of the Minister of Labor, and when approved by Col. Ralston.

Reversal of Situation

The military and political implications of the new appraisal are what have been absorbing cabinet and high government officials for the past week. From a production viewpoint, what has happened is that Phase One of United Nation planning strategy has now ceased to have any fixed or probable termination date. (Phase One is the European war. Phase Two is the war with Japan after the European war is finished).

Originally, Phase One was supposed to end on Dec. 31, 1944, so far as production was concerned. Actually the war moved so swiftly during September and following the Normandy break-through, that word came to Canada from Britain that many of the cutbacks planned originally for Dec. 31 were to be advanced to Oct. 1. (The Financial Post, Sept. 30). Now the situation is entirely reversed.

Still Plan Cutbacks

This does not mean that plans are not going ahead here at Ottawa for cutbacks and reconversion during Phase Two. Plans are being perfected day by day but with this difference, that Phase Two is no longer thought of as having any fixed date," of beginning.

The view generally expressed here is that a cutback to 50 or 55 per cent of present production may still be counted on for Phase Two. Actual production from Canadian war plants in 1944, is expected to be between $2.8 and $3 billions. Fourth quarter output is expected to be about the same as that for the third quarter. For 1945, production will therefore be at least on a $1.5 billions level and probably considerably higher, if present Phase One schedule continue very far into next year.

Co-ops Assured Of Money Help

Saskatchewan Govt. Will Extend Financial Assistance, Douglas Promises

From Our Own Correspondent

REGINA — Debate during second reading and committee reading of the bill to establish the department of co-operation and co-operative development developed into frequent flareups over the position of the co-op movement in Saskatchewan.

During the debate, Premier T. C. Douglas revealed that financial assistance will be given to co-operatives by the Government. This was the first indication of the type of "leadership and assistance" the CCF Government in this province will give to co-operatives as forecast in the Throne Speech.

G. Herman Danielson, Lib., Arm River, charged there was hardly a community in Saskatchewan where the local co-operative organization had not been converted into a "hotbed of CCF political intrigue." Danielson, and the Opposition, said they did not oppose the bill, but declared they were critical of the way "the CCF is using the co-operative movement in the province for political advantage."

Not Now Talking Airport Civil Use

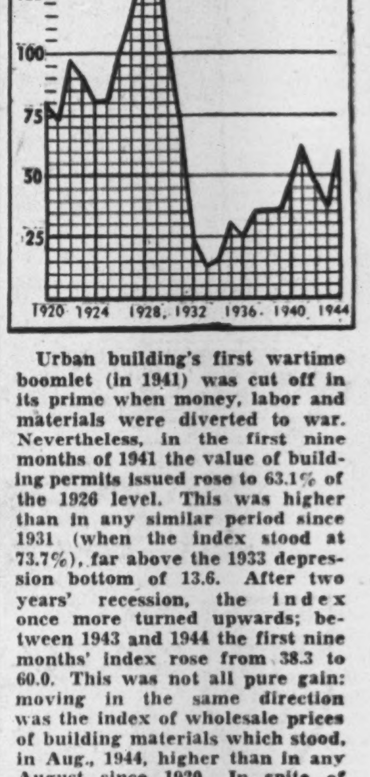
By STAFF WRITER

OTTAWA — Canada has not raised with Britain or with Newfoundland the question of postwar civil use of the big Goose Bay airport, according to the Department of External Affairs.

The recent agreement dealt only with postwar military use of this airport, and, The Financial Post is informed, all negotiations on postwar civil use have been deferred until after the war.

External Affairs denies a statement in a Post article a fortnight ago that Canada has been pressing for a lease of this airport for postwar civil aviation which, it is understood, has created widespread discussion in Newfoundland.

Pace of Business



Urban building's first wartime boomlet (in 1941) was cut off in its prime when money, labor and materials were diverted to war. Nevertheless, in the first nine months of 1941 the value of building permits issued rose to 63.1% of the 1926 level. This was higher than in any similar period since 1931 (when the index stood at 73.7%), far above the 1933 depression bottom of 13.6. After two years' recession, the index once more turned upwards; between 1943 and 1944 the first nine months' index rose from 38.3 to 60.0. This was not all pure gain: moving in the same direction was the index of wholesale prices of building materials which stood, in Aug., 1944, higher than in any August since 1920. In spite of ready demand and ready money, shortages still intervened between the builders, the public, and a real building boom.

'Long War' Threatens Crisis

If Churchill is Right, Draftees May Have to Go Overseas

By STAFF WRITER

OTTAWA—A delayed finish to the European war threatens to collapse the whole Liberal election and political strategy.

Four weeks ago, after Quebec, rosy hopes for an early victory in Europe made it appear that Mr. King would never have to face the issue of sending draft troops overseas. Because of this and because of the limited or declining strength of the opposition, it looked as if a general election would again find Mr. King in power.

But the present belief (if not certainty) that the European war will not end this year, and the prospect of Canadian draftees being needed for reinforcements overseas, has changed all that.

Now the Government is faced with the prospect that "they are damned if they do and damned if they don't."

So long as time was on his side and there were adequate reinforcements to send overseas without calling on draftees, Mr. King could and did outride the conscription storm. Time may, of course, be still on his side and the best view that comes from closed cabinet doors is that one way or another the Prime Minister may yet find a way to postpone the decision.

The real argument behind the present cabinet crisis is said to be a bitter clash between the Government and the army high command on the question of the accuracy of calculations.

Apparently the Government is only now finding out facts and information about reinforcements which it believes the army and the war cabinet should have known months ago.

It is this alarming situation only now belatedly uncovered, which is said to give this cabinet crisis the most serious aspect of any which the Government has yet faced in its long and tortuous handling of the conscription issue.

So far as reinforcements are concerned, Col. Ralston told the House earlier this year that the army was adequately supplied until the end of December. Unofficially, the actual calculation at that time was understood to provide adequate support until Feb., 1945.

But the changed complexion of the European war has upset these calculations considerably.

For one thing, a lot more infantrymen have been required. It is this demand for more infantry that has required the changeover in training methods by which thousands of ordnance and technically-trained troops are being re-trained very hurriedly to do an infantry job. This is largely the reason behind earlier allegations that "green" reinforcements were being sent into action on the Western front.

Were draft troops sent overseas, then the effect on Liberal prospects and on party alignment generally at the next election, would be very considerably changed from what has prevailed until a few days or weeks ago.

Were Mr. King forced to make a decision and send draft troops overseas he would unquestionably lose support in Quebec. Isolationist forces in that province would probably gain accordingly. Whether or not he would be forced to strengthen his position (election-wise) by an alignment with the Conservatives becomes a possibility, though certainly nothing more.

Were the Liberals themselves to split, and Messrs. Ralston, Ilsley, Howe and others to take sides against their leader, then another situation entirely would prevail.

At the moment there is no disposition here to believe that Mr. King is beaten yet in his race against time. Reports that Col. Ralston has issued an "Act or I quit" ultimatum are strongly discounted.

Air Talks Start in Whisper

But Chicago Meet May Roar After Election

By KENNETH R. WILSON

CHICAGO—I suspect there is an alternate reason why the Russians decided not to come to this first international air conference.

Officially the U.S.S.R. made its last minute about face because it would not break bread with the Swiss, the Spaniards or the Portuguese. Having sent its delegation by air as far as Edmonton or Winnipeg everything was cancelled, reportedly to avoid a conference with nations said to have pro-Fascist leanings.

Having stood in line for most of day to reach a room I reserved three or four weeks ago, I now suspect the Russions may have learned in advance about this fantastic, jam-packed world's largest Stevens Hotel where the conference is being held. Perhaps they decided that if they were going to line up for anything and everything all day they would rather do it at home.

Canada-U. S. Alignment?

The expectation is that even without the Russians, this conference is going to be very tough.

Right now almost every country that has an immediate interest in postwar civil aviation is deadly scared of the United States. That means they may fight desperately to override the U. S. advantage.

One important exception is Canada. As the conference unfolds it is expected Canada and the United States will be found fairly close in agreement — except that Canada presently insists on a strong international aeronautics executive authority at the end of whatever road is travelled. The United States does not.

The prior consultation of Canadian and Commonwealth countries at Montreal last week has been definitely useful. Actually Montreal reached no final agreement on any of the specific air routes discussed there. This was partly because time was short.

Partly it was because of the overhanging spectre of Chicago. But at least a lot of difficulties were ironed out. Thus it is now easier for Canada and other Commonwealth nations to tackle the first item on the Chicago agenda, namely: What specific air routes and services are to be set up during the immediate and "transitional" days which lie ahead.

Transition Separate Problem

Even Canada now concedes that there must be such a transitional period prior to the functioning of any international air body. This is one important change or amendment made in the Canadian draft plan since its appearance last March.

Other important changes were outlined in The Financial Post a few weeks ago. They aim to meet earlier United States objections. They propose a formula for handling allocations internationally without prejudicing the rights of smaller nations or hampering the development of competitive efficiency.

The question uppermost in the minds of American officials who planned and promoted this conference is the clearing of postwar civil rights on specific routes all around the world. The Americans now girdle the world with routes which could never have been created in peace. National boundaries and barriers have momentarily vanished. With the exception of the still closed Russian preserve, the non-Axis air world has become almost wholly an American oyster.

Fearing this vast and highly efficient network, other nations are pressing very hard for an international authority which would allocate routes and bases, prevent unfair subsidies and provide a counterbalance to American ambitions.

Canada Has Answers

But to all such proposals the Americans reply by asking questions such as these:

1. Who is to decide allocations in such an international authority?
2. How are such allocations to be enforced?
3. How are such routes to be allocated?

So far as can be learned Canada is the only nation which has attempted to meet the challenge of these questions. As already indicated, we have done so by admitting the need for an interim or transition settlement and by devising special formulae by which allocations and routes could be fairly distributed.

Canada thinks however, that the transition and the permanent arrangement for civil air transport cannot be separated. We want assurance now that whatever is done is done within the framework of a permanent regulatory authority. Could Canada be assured that such an authority was at the end of the road, our delegation would almost certainly be prepared to make important concessions to U. S. operators in the interim.

Come what may it is not expected that there will be any really controversial matters broached here prior to the election Nov. 7. The conference is expected to just spar along easily and amicably until the presidential contest is decided one way or another.

Air Service to Bermuda After War Is Planned

From Our Own Correspondent

MONTREAL — With the announced intention of operating an air service from Montreal or Ottawa to Bermuda, and also from Montreal to New York to Bermuda, Edward Goodeve of Montreal, vice-president of Canadian Air Express, in association with three Bermudians—J. E. J. Vesey, A. J. Gorham and Morris Gibbons—has petitioned the Bermuda House of Assembly for the incorporation of a new company, Bermuda Airways.

On the New York-Bermuda run, Bermuda Airways would be in direct competition with Pan-American Airways and British Airways.

Pan-American Airways had announced earlier that after the war it planned to provide service capable of transporting 60,000 American tourists to Bermuda. American Export Air Lines also is applying for a route.

Mr. Goodeve, who would be president of Bermuda Airlines, has given assurance he can obtain the necessary land planes. He would use the U. S. Army's Kindley field in Bermuda — providing this can be arranged as result of negotiations between the U. S. and United Kingdom governments.

Can. Inv. Fund Makes Changes

From Our Own Correspondent

MONTREAL — Canadian Investment Fund Ltd., purchased in the past quarter 1,000 shares of Hiram Walker-Gooderham & Worts Ltd. common stock, and lightened its previous substantial holdings of National Steel Car Corp., common, it is revealed in a statement to stockholders by Hugh Bullock, president.

The investment company's purchases in the third quarter included: 3,000 shares Loew's Inc. common to make total holdings 7,000 shares 1,900 shares Montgomery Ward & Co. common, to make total holdings 8,900 shares; 1,000 shares Hiram Walker-Gooderham & Worts Ltd., common; 100 shares Crown Zellerbach Corp., to make total holdings 12,000; 100 Royal Bank of Canada (old stock), to bring present holdings of new stock (since split) to 4,000 shares.

Sales included: 3,000 shares Johns-Manville Corp. (all of stock held); 500 shares National Steel Car Corp., reducing total amount held to 8,500 shares, and 40 shares Bank of Nova Scotia (old stock).

The portfolio changes, it is noted, were effected on different dates and at varying prices, and "should be considered in relation to the portfolio as a whole and should not be construed as necessarily indicating a favorable or adverse current opinion with respect to the investment character of the securities individually."

The statement reports that on Sept. 30 last there were 2,654,984 special shares outstanding, the largest number on any quarterly statement date in the history of the company, and reflecting an increase of 39,663 shares in the third quarter. Per share net asset value was virtually unchanged at the end of September, compared with the end of June, and was within 2% of the highest level of the past four years. Total net assets, computed on a liquidating value basis with securities valued at market quotations, amounted to approximately $10,344,000 on Sept. 30, 1944.

The Montreal Stock Exchange and Montreal Curb Market report dividend payments on listed stocks in October totalled $15,045,841 against $15,161,843 year ago, to bring total payments for first 10 months of 1944 to $194,228,981 compared with $180,853,893 year ago. Groups reporting increases in October over last year included utilities, equipments, pulp and paper, iron, coal and steel, food industry, constructions, banks and financial companies. Declines were shown for gold mines, textiles, retail trade, breweries and distilleries, auto accessories, miscellaneous industrials.

Fraser Cos. to Refund Outstanding 6% Debt

From Our Own Correspondent

MONTREAL—Fraser Companies announces that all its outstanding bonds and those of its subsidiary, Restigouche Co., are to be redeemed, and that a new issue of 3½% bonds has been sold privately to provide part of the funds needed for redemption of the old 6% bonds.

The Fraser Cos. 6% first mortgage bonds, of which $5,529,500 were outstanding at the end of 1943, have been called for redemption Jan. 1, 1945, at 103 and accrued interest. The Restigouche 6% sinking fund mortgage bonds, of which $3,413,500 were outstanding at end of last year, are to be redeemed Jan. 1, next, at 101 and accrued interest. Both issues are payable as to principal and interest at the option of the holders in U. S., Canadian or sterling currencies.

An issue of $7 millions of Fraser Cos. 3½% first mortgage and collateral trust bonds, dated Jan. 1, 1945, and maturing Jan. 1, 1965, payable as to principal and interest in U. S. currency only, is being placed privately in the United States. Balance of funds required for redemption of the two 6% issues will be provided out of the company's resources.

It is announced officially that the company's pulp and paper units are continuing to operate at about the same level as last year.

Novell Porcupine Gold Mines reports that an exploration program is to be continued throughout the winter. A recent examination of the property is reported to have disclosed a sheared condition for over 900 ft. in length with a 200-ft. width.

Canadian Oil Cos. has declared a year-end special dividend of 20 cents on common, payable Dec. 15 to stock of record Dec. 1, to bring total payments for 1944 to $1.20 a share, or the same as last year.

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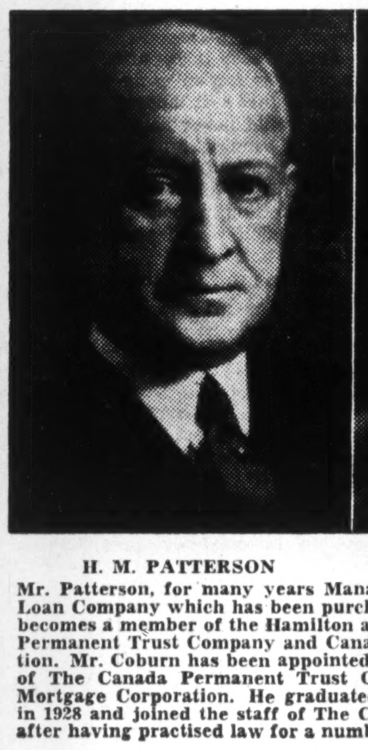


H. M. PATTERSON — JOHN L. COBURN

Mr. Patterson, for many years Manager of The Landed Banking and Loan Company which has been purchased by the "Canada Permanent," becomes a member of the Hamilton advisory board of both The Canada Permanent Trust Company and Canada Permanent Mortgage Corporation. Mr. Coburn has been appointed Manager of the Hamilton Branch of The Canada Permanent Trust Company and Canada Permanent Mortgage Corporation. He graduated from Osgoode Hall Law School in 1928 and joined the staff of The Canada Permanent Trust Company after having practised law for a number of years in Windsor, Ontario.

Discussing Sale Of Pulp Assets

(Continued from page 1)

Government claim of $1.9 millions at the full amount would thus indicate a value for the preferred stock of between $40 and $50 a share, nothing for the common stock.

Whether all the assets can be sold at a "fair" price at this time is a question. Chief interest in recent discussions, it is reported, has been in the timber holdings, which have been made more "accessible" by highways and other area improvements tied with the Aluminum Co. of Canada development. Were only the timber holdings disposed of at this time, the Government claim could be taken care of, leaving the company with over $1 million cash and other properties still to be disposed of.

Dominion Plywoods Appoints Dr. W. Gallay

Dominion Plywoods Ltd. of Southampton announces the appointment of Dr. W. Gallay as technical consultant.

Dr. Gallay is an authority on plastics, having served as head of the colloids and plastics laboratory of the National Research Council for over 12 years. He is also well-known throughout the United States as an authority in his line.

Dominion Plywoods believes Dr. Gallay's services will prove valuable in the development of plywood products for postwar purposes.

Announcing

Important Appointments in Canadian Industry, Finance, Business and Government.

Rubberset Co. Ltd.—L. S. Hewes, president and general manager; Bruce Findlay, vice-president, production; E. G. Crutchley, vice-president, sales; other directors, Henry P. Bristol, Donald Dean, G. L. Herrick, Philip Sayres.

Quebec Provincial Police—J. P. Lamarche, director.

Defense Headquarters—Capt. G. B. Hope, deputy chief of naval equipment and supply.

Canadian Car and Foundry Co.—W. H. Coverdale, director.

Bank of Montreal — Alexander Humbird, director.

Electrical Appliance and Radio Dealers' Association—S. W. Stewart, Winnipeg, president.

Sawyer-Massey, Ltd. — G. W. Wigle, president; H. J. A. Chambers, C. H. Mitchell and Boyd Withers, directors; R. G. Sheppard, secretary-treasurer.

Bank of Nova Scotia—H. D. Burns, director and vice-president.

Alberta Law Courts—Mr. Justice W. R. Howson, chief justice of the trial division of the Supreme Court; Mr. Justice W. A. Macdonald, judge of the Alberta Appeal Court.

Sask. Government -Prof. George Britnell, chairman, provincial economic advisory board.

WPTB—J. C. Vernon, Montreal, director of licensing; M. H. Fyfe and I. M. MacKeigan, deputy enforcement administrators.

The Lowe Brothers Co.—R. G. Monteith, vice-president and general manager.

Quebec Civil Service — J. E. Laforce, Montreal, chairman.

McKim Advertising Ltd.—A. N. McIntosh, Chairman o the Board; James McC. Baxter, president; J. J. Gallagher, first vice-president; J. W. Thain, vice-president and treasurer; D. E. Longmore, vice-president; H. R. McDougal, vice-president.

Lake of the Woods Milling Co.—W. L. MacGregor, director.

Continental Life Insurance Co.—A. S. Mathers, director.

Libby, McNeill & Libby of Canada, Ltd.—D. O. Boufford, assistant and assistant treasurer.

Brewing Corp. of America — William L. Bayer, Montreal, director.

Hudson's Bay Co.—F. F. Martin, Winnipeg, member of Canadian committee.

Sherwin-Williams Co. of Canada additional no-par-value common stock, to amount of 24,720 shares, has been listed by the Montreal Stock Exchange. The additional shares were issued by the company in exchange for 1,500 shares (all the issued capital stock) of Lowe Bros. Co. Total common stock outstanding now stands at 224,720 shares, out of authorized issue of 225,000 shares.

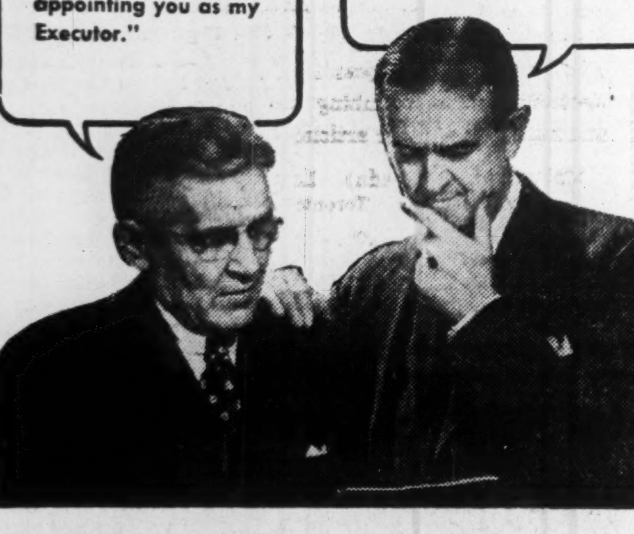
With a Thought to WINTER COMFORT..

Eaton men's shops are now displaying a fine array of Winter Overcoats tailored of Old Country or Canadian loomed fabrics . . . Tweeds, Fleeces, Velours, Elysian types, Meltons, Worsteds. Distinctively styled with youthful appeal or to the taste of conservative men . . . fitted types, loose fitting raglan or swagger models. And through the efforts of our London Buying office, many of our shops have a limited stock of coats from Burberry's and Joseph May & Sons.

EATON'S

"Here's a rough draft of my Will, Ed. I'm appointing you as my Executor."

"Thanks for the confidence, Al. But you should name Crown Trust Co. like I did."



We are geared to settle estates promptly, efficiently, economically. Give us half an hour to tell you why you should name Crown Trust Company as your Executor.

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Executors :: Trustees :: Financial Agents

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If you are without the ready cash to buy Victory Bonds, we shall be glad to arrange purchase for you through our time-loan plan. Victory Bonds should be kept safe: For 10¢ per $100 per year minimum charge 25¢, we will place your bonds in our vaults for safekeeping.

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Advertiser represents owners of large, worked-out mining property, desirous of arranging mutually advantageous association with owners of proven gold-silver property; where complete modern 250 ton daily capacity, gravity flotation mill, together with all necessary mining, tramming and operating equipment, including large camp and commissary may be profitably installed. Plant located northern Arizona, U.S.A.

Total appraised value of plant approximates $375,000. Will consider proposals from well financed organizations. Substantial cash consideration required. Available for immediate removal. Price subject to negotiation.

Wire Chester A. Phillips, Industrial Analyst, 4207 St. Charles Place, Los Angeles 6, California.

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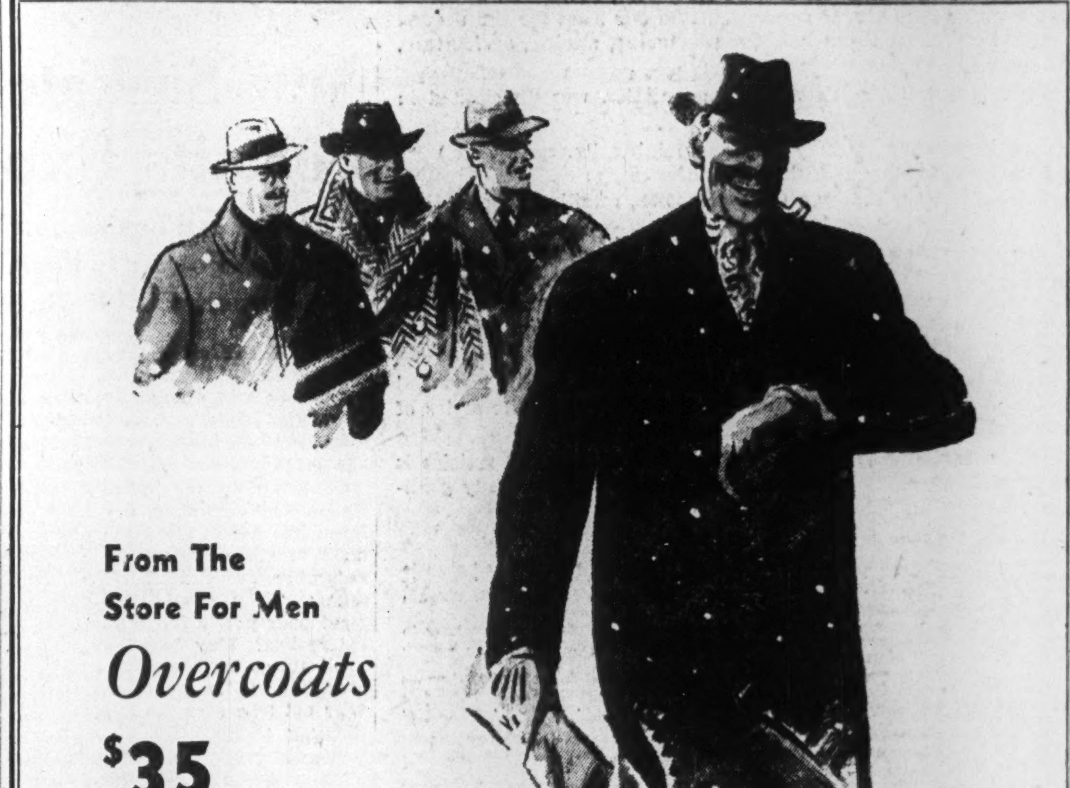


From The Store For Men

Overcoats

$35

Hard-wearing, good-looking, shape-retaining materials expertly tailored in the season's most-popular styles. In the group are richly-finished Elysians, "Raceview" fleeces, English tweeds, meltons, velours and Simpson quality fleece (the coating of warmth without weight). Whatever material you choose you will find a wide selection of styles in sizes 36 to 46 for all builds. Each $35.

Simpson's

The Store for Men — Second Floor

How to Start Your Own Business

A Post Series of Articles on How to Succeed in "Small Business"

Article III

Where Should I Set Up Shop?

Once you have decided that you are the right type to go into the retailing business, and have made up your mind as to what line best suits your personality and pocket, the next test of your business judgment will be in selecting a proper location. You will probably want to set up shop in your own home town and in your own neighborhood where you know both the community and the people best.

But no matter how well you know your town, further investigation will almost certainly repay you and help you make a success of your business.

A scientific selection of locations is a rather recent development in retailing—something for which we must chiefly thank the chain stores. It's not as simple as it sounds—you have to consider the municipality, the neighborhood, and the particular site within the neighborhood.

In some fields, location is much more important than others. A restaurant or ladies' wear store is obviously much more dependent upon its site than a service garage; a grocery store than a laundry. If you plan to sell specialty goods, which people only buy at long intervals, a central location will be much more essential than if you were going to deal in commodities of convenience or necessity, such as groceries and tobacco. The latter type of shop obviously requires a neighborhood location.

It's Wise to Check Up on the Customers' Ages

Another factor to keep in mind is the time of day at which people are likely to patronize your store. For example, if your location is passed by people on their way to work, you would find it a good place to sell tobacco, newspapers and so forth, but you would hardly expect people to buy groceries there. The shop across the street, which they will pass on their way home from work, would do a much better grocery business.

First — Size Up Your Town

But, first, you have to study your municipality, and give it a rating on the following counts, comparing it, if possible, with other municipalities:

1. Population

Is it growing, static or going downhill?
What is the racial and nationality background?
What recent changes have taken place in the population—large service schools, camps, hospitals, war industries, etc?
What effect will the end of hostilities have?
What is the relative standard of education? (If you are considering a business such as a bookstore).
What is the dominant religion?

2. Transportation

What transportation facilities exist—both local, and to and from the municipality and the adjacent area?
What highways serve the municipality?
Do out-of-town people shop in the place and to what extent?
Is it a good jobbing and wholesale center?

3. Industrial Development

Is it a manufacturing, educational, distribution, or resort town?
Are the industries well developed and well established?
What is the general level of wages?
Are the industries dependent upon tariffs, war contracts, etc?

4. Purchasing Power

How many banks are there? Are savings deposits high?
What has been the record in recent Victory Loans?
What is the percentage of home ownership?
How many automobiles, telephones, major electric appliances, etc.?
How does the cost of living compare with wages paid and with other centres?
Is the income well distributed?
Do the retail stores appear prosperous, well kept?

5. Real Estate Costs

Are commercial properties and store rentals high?
What about local business taxes?

6. Legislation

Are there any special legal restrictions on stores?

7. Retail Competition

How many stores are there in your classification and are they well established?
Where can you get this information?

The local Chamber of Commerce, or the Municipal Clerk will be only too happy to assist. The bank manager and the local newspaper are well worth a call. A great many facts you can get straight out of the Dominion Bureau of Statistics or from a paper like that in which this article is published.

Your choice of neighborhood involves the same factors except that your facts as to purchasing power, population, etc., are less readily available for individual neighborhoods. Transportation services, competition, real estate costs, zoning restrictions on the operation of retail stores are even more important here. Local peculiarities and trends need careful watching.

Emerson is supposed to have said—"If a man makes a better mousetrap than his neighbor the world will beat a path to his door." F. W. Woolworth reversed this: "I will set my trap where the mice are thickest."

Where Are the Mice Thickest?

So-called "traffic counts" are widely utilized by enterprising merchants in choosing sites. The people passing particular locations on foot and in cars are actually counted at various times of the day and for a number of days. It is important, though, to know what types of people pass, why they pass, and how much money they have.

A traffic count is not an expensive undertaking. You can do it yourself on a sample basis or you can get some students to do it for you for a few dollars. In some larger places, traffic maps are available from the local transportation system or the city.

In choosing a particular property consider then:

1. Traffic Count

Number of passersby—foot and vehicular.
Why do they pass?
How many stop to shop in nearby stores?
What is their economic status?

2. The Property

Location—corner or inside.
Property conditions—dimensions, alterations needed.
Lease or purchase terms.
Local zoning or building restrictions.
Accessibility—parking, nearness to car lines, etc.

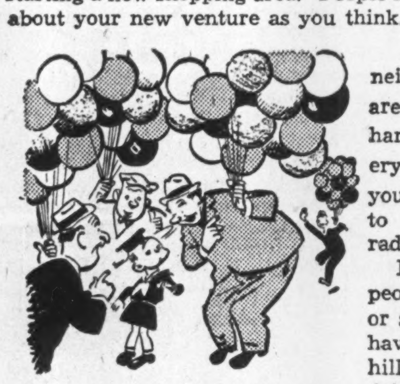
3. Surrounding Stores

Empty stores in vicinity?
Average life of existing stores.
Nearness to large chains or departmental stores.

4. Competition

Distance from nearest competitor dealing in same type of goods.
How many competitors?
What types are they?
Is there room for another store?

Don't feel that you can change shopping habits over-night by starting a new shopping area. People may not be quite as enthused about your new venture as you think.


Stay Away From Too Much Competition

If you plan to locate in a neighborhood area because you are establishing a drug, grocery, hardware, meat or confectionery store, bear in mind that your trading area is not likely to extend for more than a radius of five blocks.

Be careful of locations where people find it difficult to pause or stop. Many service stations have suffered by locating on a hill carrying heavy traffic—drivers will prefer a safer location to make their purchase.

Certain businesses are not regarded highly as neighbors—staples, pet shops, etc. On the other hand, locating a tobacco stand, a drug store, soda fountain, etc. next to a theatre is very good business. Basement locations are generally poor for the independent merchant, although one successful restaurant in Ontario is so situated. An empty building is one of the worst of surroundings, although parking lots are commonly regarded as favorable.

All of you can think of successful retailers whose locations fail to answer any of the tests we have set up. That is one of the joys of retailing. In spite of that, the tests have proved themselves a means to success in the past.

AT BAY...
but still dangerous . . .
the Nazi will stop at nothing to prevent his own destruction.
Our war materials are being used up faster than we can conceive.
It's our job to provide the means for Victory.
Buy More Victory Bonds
Than Ever Before!
The Canada Life
Assurance Company

DIRECTOR

W. T. Randall, elected a director of Neptune Meter Co., New York. Mr. Randall is president of Neptune Meters Ltd., Toronto, vice-president and a director of Sully Brass Foundry Ltd., Toronto.

Lake of Woods Seen In Stronger Position

From Our Own Correspondent

MONTREAL—The financial position of Lake of the Woods Milling Co. is steadily improving, C. H. G. Short, president, stated at the company's annual meeting. Mr. Short pointed to the working capital position of nearly $2½ millions, as a happy contrast with the situation only a few years ago, and also noted as further evidence of growing strength the fact that the company's bankers have voluntarily released the company's first mortgage bonds which previously had been held as collateral for loans.

Noting that the "contingent liability" shown in the balance sheet at $843,000 in connection with the guarantee of bonds of a subsidiary, Inter City Baking Co., was a reduction from original $1.6 millions, Mr. Short said that he did not regard this item either as a liability or a contingency in view of the fine position of the subsidiary.

Even the fine teeth of a comb made of Monsanto CEREX (top) do not warp or twist after prolonged boiling. A comb made of ordinary thermoplastic (below) is almost shapeless after an equal period in boiling water.

Announcing CEREX...
the new wartime plastic with a peacetime future

Now comes CEREX . . . born of the demands by the war program for an utterly new and different type of heat resistant plastics material. This newest product of Monsanto research does the "couldn't be done" that heretofore has barred thermoplastics from hundreds of uses . . . it stands up under temperatures high enough to boil water.

Make note of the name . . . Monsanto CEREX. For, come the peace, you will hear much of it. This new heat resisting, acid resisting, water resisting material will open new fields of usefulness where thermoplastics never have been able to serve before. More than 300 postwar uses already have been listed.

Today, Monsanto CEREX goes exclusively into military equipment. But tomorrow, it can serve in countless products that must be subjected to dry heat or must be washed or sterilized in boiling water or steam—dishware; kitchen utensils, surgical instruments; electronic parts, plumbing equipment and hundreds of other articles.

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MONSANTO (Canada) LIMITED
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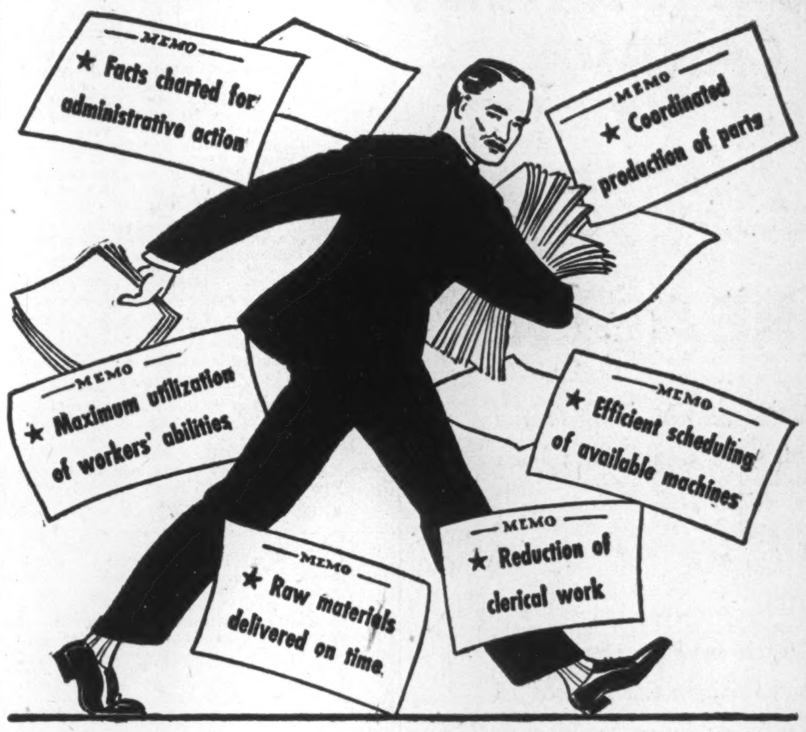
SERVING INDUSTRY...WHICH SERVES MANKIND



These are the man-hours SAVED with Kardex "fact-power"

"Fact-power" is conserving millions of industrial man-hours — a saving that in war contributes to production volume and later will help to make better civilian goods available to more people.

"Fact-power" is the product of Kardex Visible Systems of Administrative Record Control. It correlates and simplifies the planning that brings together, in the right amount and at the right time, materials, machines and the men who use them, and then maintains in efficient balance these vital components of production. In Material Procurement, Machine Loading, Production Control, Tool Control and Personnel Administration, Kardex not only speeds the compilation of necessary data. It also furnishes the basis for intelligent, accurate administration because it summarizes facts in visible, chart-like form — shows at a glance their interrelationship by means of exclusive Graph-A-Matic Signal Control. Let a Systems representative analyze your administrative control needs in the light of experience acquired in working with hundreds of firms. Communicate with our nearest Branch Office, or write direct.

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REMINGTON TYPEWRITERS: You can get the famous Remington Noiseless and the renowned Remington Model 17 upon WP&TB approval. Ask for details.

More About PLASTICS

A pioneer in the field of plastics, "Pyralin" cellulose nitrate plastic has many fine qualities which make it especially desirable and suitable for numerous industrial needs.

Tough, water-resistant, easy to fabricate and cement, and highly colourable, "Pyralin" is being extensively used both for military and civilian purposes. Ladies' shoe heel coverings, optical frames, pens and pencils, toilet seat coverings, tool and brush handles, binocular parts, navigation guides, range finders, are some of the uses for this versatile plastic.

A copy of complete technical reference manual, "Plastics Supplied by C-I-L," will be sent to you upon request. Write on your firm's letterhead to C-I-L, Plastics Division, 904 Birks Building, Postal Zone 2, Montreal, Que.

PF20

Hon. Albert Matthews Heads Excelsior Life

Hon. Albert Matthews, Lieutenant-Governor of Ontario, has been elected president of the Excelsior Life Insurance Co. succeeding the late Alex Fasken. Mr. Matthews has been a director of the Excelsior Life since 1931 and is senior partner in the firm of Matthews & Co. investment dealers.

BUYER

Well-known business man with $200,000 desires to purchase outright or control of a sound business, to operate himself. Strictly confidential. Box 41, The Financial Post, Toronto.

$15,000.00

First Mortgage wanted for one year to recondition Lake Steamer for use in Pulpwood and Timber Trade on Upper Lakes. Good collateral. Box 120, The Financial Post, Toronto, Ont.

INVESTMENTS THIS WEEK

Will Western Can. Flour Proposal Be Approved?

Widespread controversy has arisen over the proposed plan of capital reorganization for Western Canada Flour Mills Co. At issue is the position of preferred shareholders, many contending this group would be better off in their present position.

Briefly, the plan calls for cancelling preferred arrears of $67.62½ per share; issuance of two new $40 par preferred and two $10 par preferred common shares for each of the 24,000 $100 par preferred now outstanding; one new common share for each present common share. The new preferred is to be redeemable at $55, and carries cumulative dividens of $2.50 to July 31, 1948, $3.50 thereafter. The plan was reported in detail in last week's Financial Post.

The Late
GORDON DUDLEY RITCHIE
former Assistant General Manager, Imperial Bank of Canada, who died 17th October at his home in Toronto.

A native of Three Rivers, Que., Mr. Ritchie joined the Bank in Montreal in 1903. After a few years in the East he was transferred West and is very well known in Fort William, Brandon, Man., and particularly in Winnipeg, where he was Branch Manager and finally Western Superintendent. He was appointed an Assistant General Manager at Toronto in 1937, the position he held at the time of his death.

Mr. Ritchie had a genuine liking for people. He was a friendly banker and he loved to entertain old friends, particularly those from the West. He was highly regarded by the Banking fraternity wherever he had been stationed and will be sorely missed. *

Arguments For

In support of the plan, it is stated that:

(1) If the company gave preferred shareholders securities of a par value of more than their present par value of $100, the extra amount would be regarded by the Dominion Government as taxable income.

(2) Any other arrangement which reduced capitalization and so increased surplus by more than about $900,000 would mean a tax liability for the preferred shareholder dependent on the amount of the excess over that figure.

(3) The proposed arrangement will not involve shareholders in any liability for income tax, according to advice received.

(4) Directors expect to be able to pay a dividend on the new preferred and so feel that its market value should at least approximate its par value of $40. They expect the market value of the new securities, that is of the two shares of new preferred plus two shares of new common, to exceed the current market value of about $80 per share of the present preferred stock.

(5) The liability for accrued preferred dividends is a heavy load hanging over the management.

(6) Shareholders have the privilege of voting the plan down if they so desire.

Arguments Against

Arguments put forward against the proposal are that:

(1) The preferred are giving up $67.62½ per share in arreas of dividends, but are only receiving 26.2% of the new common stock in return for giving up these arrears and for giving up $20 of the par value of their present preferred claim.

(2) If money is available for dividends, then present preferred shareholders should be receiving a dividend.

(3) Under the present arrangement dividends of $6.50 per share accrue each year while under the proposed arrangement the present preferred shareholders would be entitled to a preference of only $5 per share up to July 31, 1948 and $7 per share thereafter.

Western Canada Flour 6½% preferred is currently selling around $80 per share and has ranged in price in 1944 from a low of $75 to a high of $94 per share. The presently outstanding common stock is currently selling around $5 per share and sold as high as $6 per share and as low as $4.50 per share in 1944.

* * *

Montreal Power

Recent easier tone in Montreal Power stock is attributed in Street circles to increasing doubt that final settlement on expropriation terms will develop as early as had been hoped. There has been a general expectation that an amicable settlement between the Quebec Government and Montreal Power stockholders eventually will be reached, and that the stockholders will obtain values—in form of new provincial securities or a similar arrangement—that will be higher than current market price for the stock. But recent gossip in political quarters has been that the Government may decide to defer so highly contentious a matter as the Power case, may not bring it up at the first session of the new Legislature in view of the present Government's slim majority, in which case final settlement might be postponed for months. Because of the possible delay in the settlement, some holders of Power stock, it is said, have been switching into other issues that might give them quicker action.

* * *

Abitibi Power & Paper

A plan of reorganization of the Abitibi Power & Paper Co. is now expected to be formally prepared and it is hoped that it will be satisfactory to all security holders, The Financial Post understands.

Last week, a substantial measure of agreement was reached between representatives of holders of Abitibi's 5% bonds, of the 6% preferred stock and of the common stock as a result of long meetings with the Ontario Government's three-man committee appointed in Sept., 1943, to formulate a course by which the company might be taken out of receivership. This represents the culmination of a series of meetings with representatives of all classes of security holders which have been held during the past few months in order to get the viewpoint of each group and to attempt to obtain a compromise between the sharp differences of opinion of the various groups. Members of the Government Committee are: Hon. F. J. Hughes, K.C.; Gilbert E. Jackson and William Zimmerman.

In order to reach an agreement, some compromise must have been attained on these questions of interest on interest, and payment in U. S. funds. It seems reasonable to expect that the bondholders might waive their claim for interest on interest and perhaps might even reduce their claim more than this.

War Assets Now Selling Surpluses to UNRRA

From Our Own Correspondent

MONTREAL—An indication of how the newly established machinery of War Assets Corp. is to operate in salvaging used war material is found in a transaction, just announced, for disposal of $1 million of used military footwear and clothing. This transaction, a sale to the United Nations Relief and Rehabilitation Administration, is a drop in the bucket compared with future disposals of military equipment, but illustrates the methods being attempted, to assure good values to the buyers, avoid possibilities of speculative profits, give maximum results from the standpoint of the Dominion Government as seller.

Much Footwear Reclaimed

In the sale of used war clothing to UNRRA for disposal in liberated countries (the first substantial transaction of such character so far in Canada), the footwear and clothing were modified for civilian use, and were in first-class condition when turned over to UNRRA. The buying agency got just what it wanted —not military castoffs—and no speculator had the slightest chance to make a cleanup.

The footwear sold by War Assets Corp. to UNRRA included: 125,000 pairs of boots, 37,600 pairs of Oxfords (shoes), and 7,000 pairs of women's Oxfords. The clothing sold consisted of: 190,000 battledress blouses, 210,000 battledress trousers and 41,000 greatcoats.

The clothing had been dyed and repaired, military buttons replaced, pleats removed, and the material tailored to civilian styles. The clothing had been previously in use, had been sent back to military stores, but before its disposal it was cleaned and converted to conform with civilian requirements.

Under the system now operating, as soon as clothing and footwear are declared surplus by the Army Salvage and Disposal Board, Ottawa, they are sent to a newly established repair depot at Valleyfield, Que., for the necessary alteration and dyeing.

The $1 million transaction is but the start in further flow of used military supplies to UNRRA. Other supplies of course will be going to meet domestic needs through regular domestic trade channels

Viceroy Mfg. Stock Split Considered

Shareholders of Viceroy Manufacturing Co. will be asked to approve a split in their common stock on a basis of four new shares for one old share at a special meeting on Nov. 2, 1944. As the preference stock is now exchangeable into common on a share for share basis, shareholders will be asked to approve its exchange into four of the new common shares. Upon approval of the stock split, application will be made for listing the common shares on the Toronto Stock Exchange.

Mr. H. C. Jefferies, chairman of the board and president, states in his letter to stockholders, "There is now a substantial employee shareholder interest in the company and it is believed that employees will desire to acquire a further interest through the purchase of additional shares in the market. The subdivision of the shares will result in a price per share which will enable employees to finance purchases of comparatively small individual amounts."

The outstanding capitalization of the company consists of 7,780 shares of $25 par value 6% cumulative preference stock and 25,000 shares of no par value common stock.

Viceroy manufactures a wide range of rubber products and also special machinery, presses, tools, molds, etc. and has plants at West Toronto and Beamsville, Ont.

Classified ADVERTISEMENTS

Classified ads. cost 4c. per word and figure for each insertion. Minimum ad. 12 words. Add six words when box number is required. When replies are to be mailed to advertiser, add 10c. Classified ads. payable in advance. Contract rates on application.

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TO THE HOLDERS OF TWENTY YEAR SIX AND ONE-HALF PER CENT. SINKING FUND FIRST (CLOSED) MORTGAGE AND COLLATERAL TRUST DEBENTURES OF THE ABOVE-MENTIONED COMPANY SECURED BY A DEED OF TRUST AND MORTGAGE DATED THE THIRTEENTH DAY OF JULY, ONE THOUSAND NINE HUNDRED AND TWENTY-EIGHT IN FAVOUR OF THE IMPERIAL TRUST COMPANY OF CANADA (NOW THE PREMIER TRUST COMPANY):

Notice is hereby given that on the first day of January, 1945, the said Company will redeem all of its said Twenty-Year Six and One-half Per Cent. Sinking Fund First (Closed) Mortgage and Collateral Trust Debentures which may be then outstanding by payment of the principal amount thereof together with a premium of one per cent. (1%) thereon and accrued interest on the said principal to the first day of January, 1945, at any of the places where the principal of the said Debentures is by the terms thereof made payable, pursuant to the power thereunto contained in the said Deed of Trust and Mortgage.

And notice is also given that the said Deed of Trust and Mortgage provides that interest upon the said Debentures shall no longer accrue after the date fixed for redemption (that is, the first day of January, 1945) unless the Company shall fail to pay the redemption price and also provides that in case any Debentureholder shall neglect or refuse to deliver up the Debentures called for redemption with all unpaid coupons at the time fixed for redemption against payment of the redemption price the Company may pay the redemption price on any such Debentures to the Trustee for deposit in trust for such Debentureholder.

Debentures may be presented for redemption on the first day of January, 1945, at the principal office of the Bank of Montreal in the Cities of Halifax, Saint John, Montreal, Toronto, Hamilton, London, Winnipeg or Vancouver at the holder's option or at the office of The Premier Trust Company, 19 Richmond Street West, Toronto.

DATED at Toronto, this 16th day of October, 1944.

E. L. RUDDY COMPANY LIMITED,
per N. E. Morash,
Secretary

In order that funds may be made available to Debentureholders during the 7th VICTORY LOAN Campaign, the Company will at any time on or after October 23rd, 1944, purchase Debentures at 101 plus accrued interest; any Debentureholder wishing to take advantage of this offer should present Debentures duly endorsed for transfer to Premier Trust Company, 19 Richmond Street West, Toronto.

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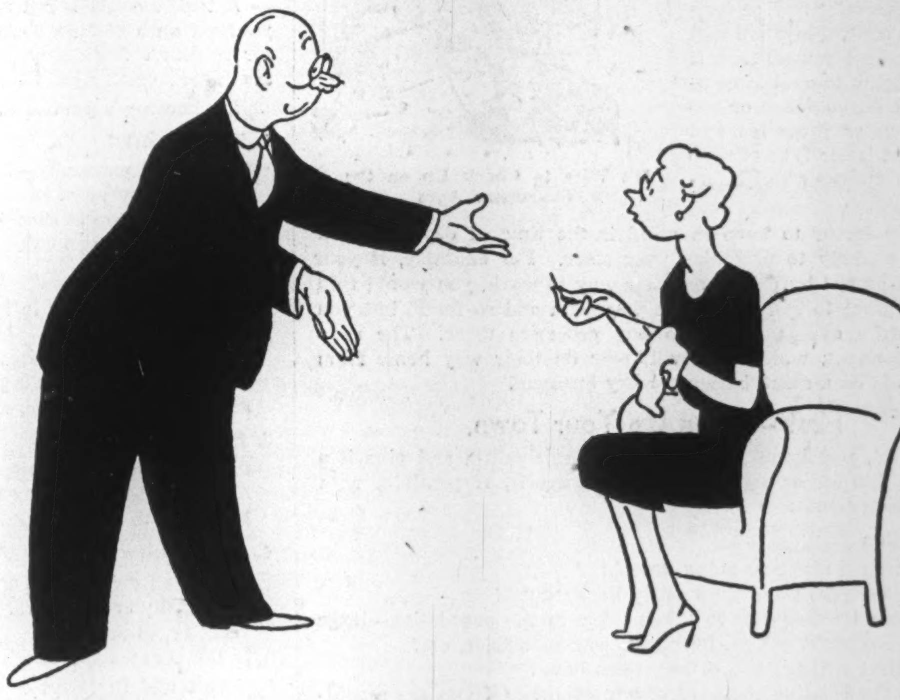

"But Four Freedoms aren't enough!"

Says Bixby: "Freedom of speech, freedom of worship, freedom from want and freedom from fear are great stuff — as far as they go. But they may never go very far beyond the stage of bright idealism if they don't make room for the greatest democratic freedom of all — freedom of individual enterprise.

"Most of us probably know what we mean when we talk about 'private enterprise' or 'freedom of enterprise,' or whatever we like to call it. And I guess we mean the same thing, but we fumble the ball when we try to define it exactly.

"I like to think of it as freedom for *individual initiative*. That may sound like a pretty big mouthful of language to describe what has always been the birthright of every citizen on the North American continent. So let's boil it all down to this: *The right of free choice.*

"That takes in your right — and mine — to choose our opinions and our words, our religion, our homes, our clothes, our books and breakfast foods, friends and amusements . . . our whole manner of living and our means of *making* a living. It takes in every man's right to choose his own occupation—to bet on his own ability and to get ahead as far and as fast as his own talent and initiative will carry him.

"That's one of the big freedoms we've been fighting to maintain. And, if we hadn't enjoyed it all these generations, the war would have been lost long before Canadian and American industry could get into high gear.

"If we hope to preserve this right of free choice in the future, I believe we must do a lot of serious thinking about the right kind of incentives—incentives to the worker, to management and to capital—to keep production up to the levels that built our North American standards of living."

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Many studies have been made to discover what kind of people make up the Toronto Daily Star's great audience. The results have been both interesting and instructive.

For instance, some studies have shown that a large proportion of Star readers belongs to the younger age groups.

This is not surprising. Young people of each new generation are progressive . . . imbued with enthusiasm and faith in the future. In the Toronto Daily Star, youth has always found a newspaper in tune with the changing times . . . editorially sympathetic towards new ideas in all fields of human activity.

The Star exerts a powerful and continuing influence in all age groups.

TORONTO DAILY STAR

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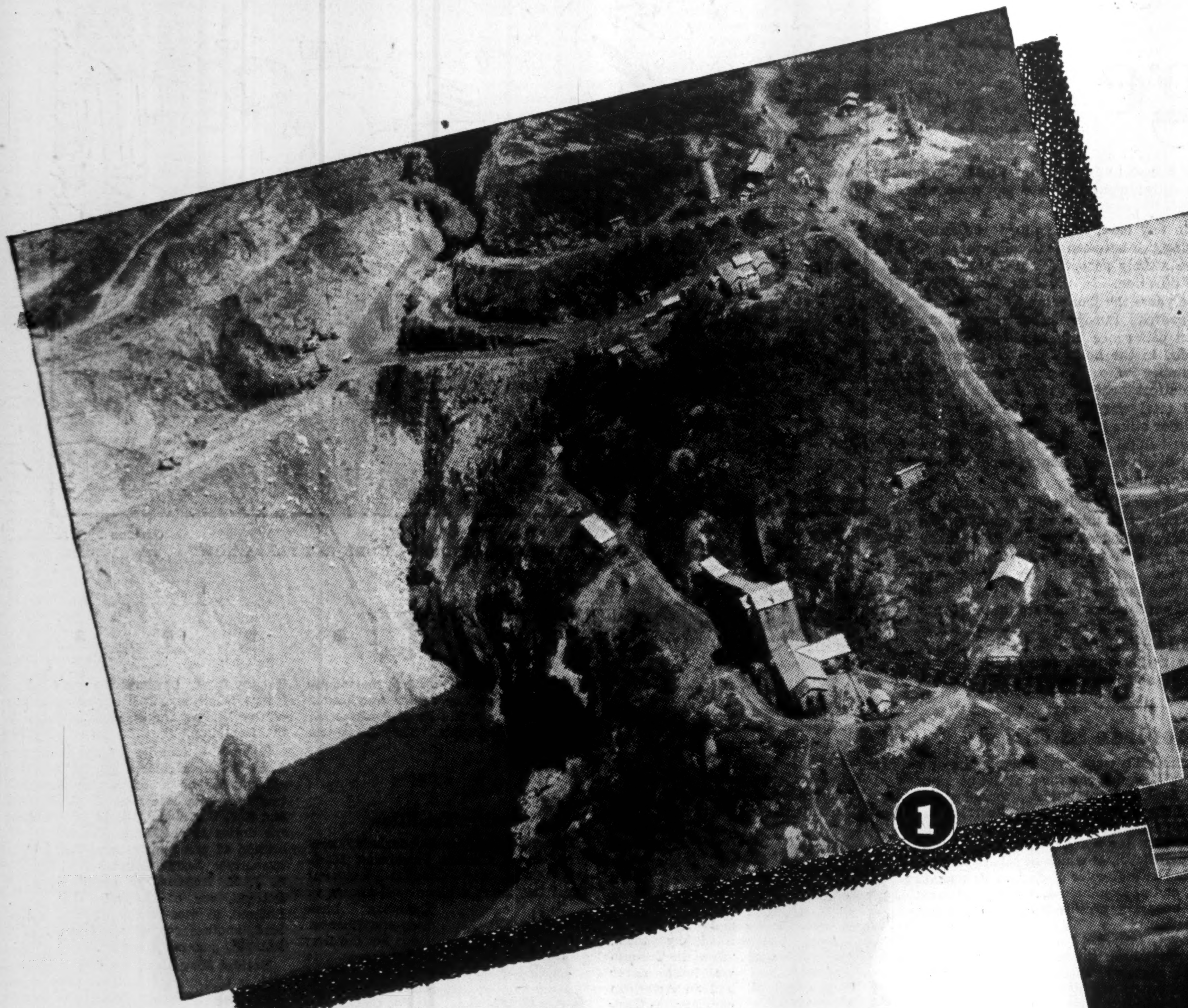
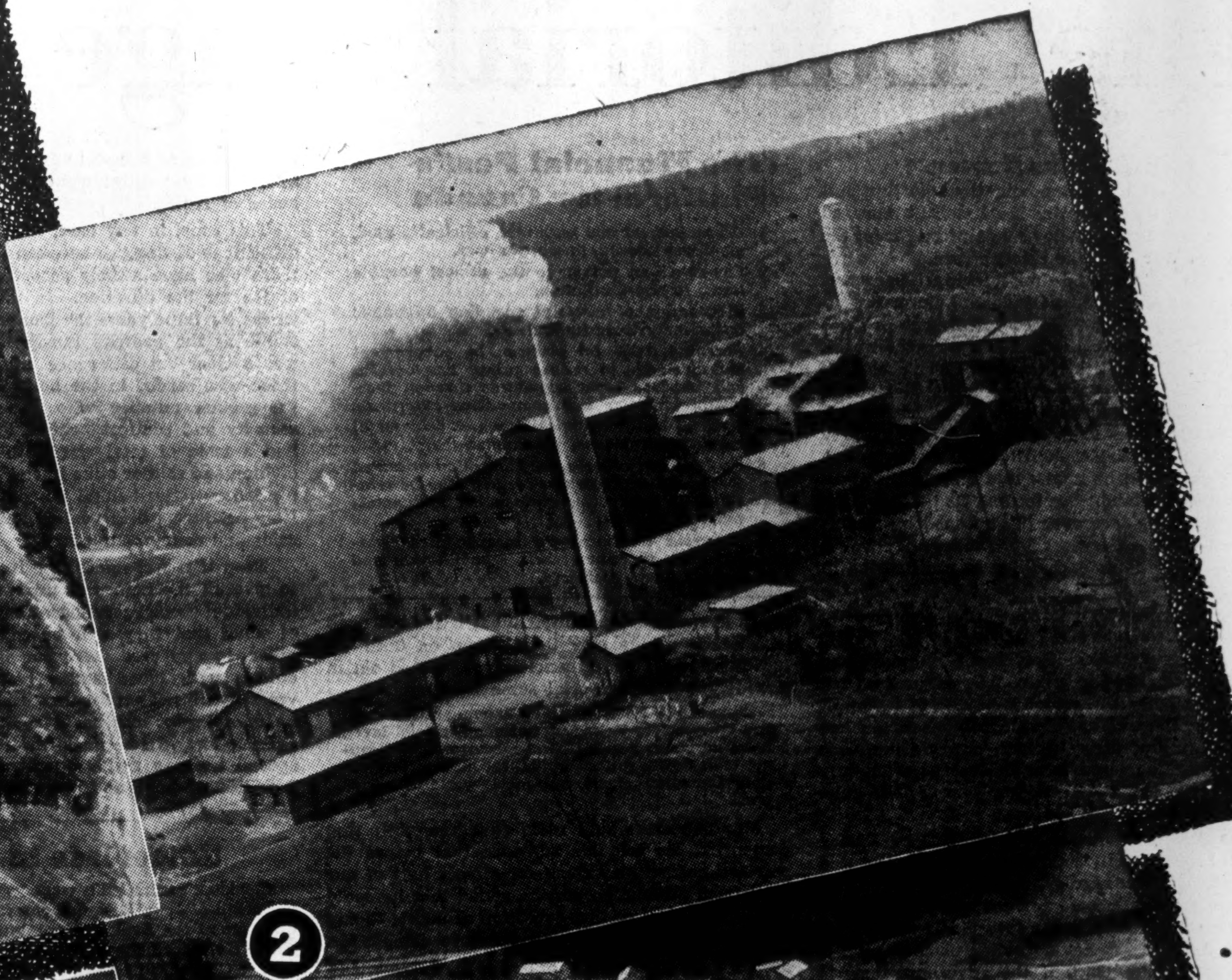
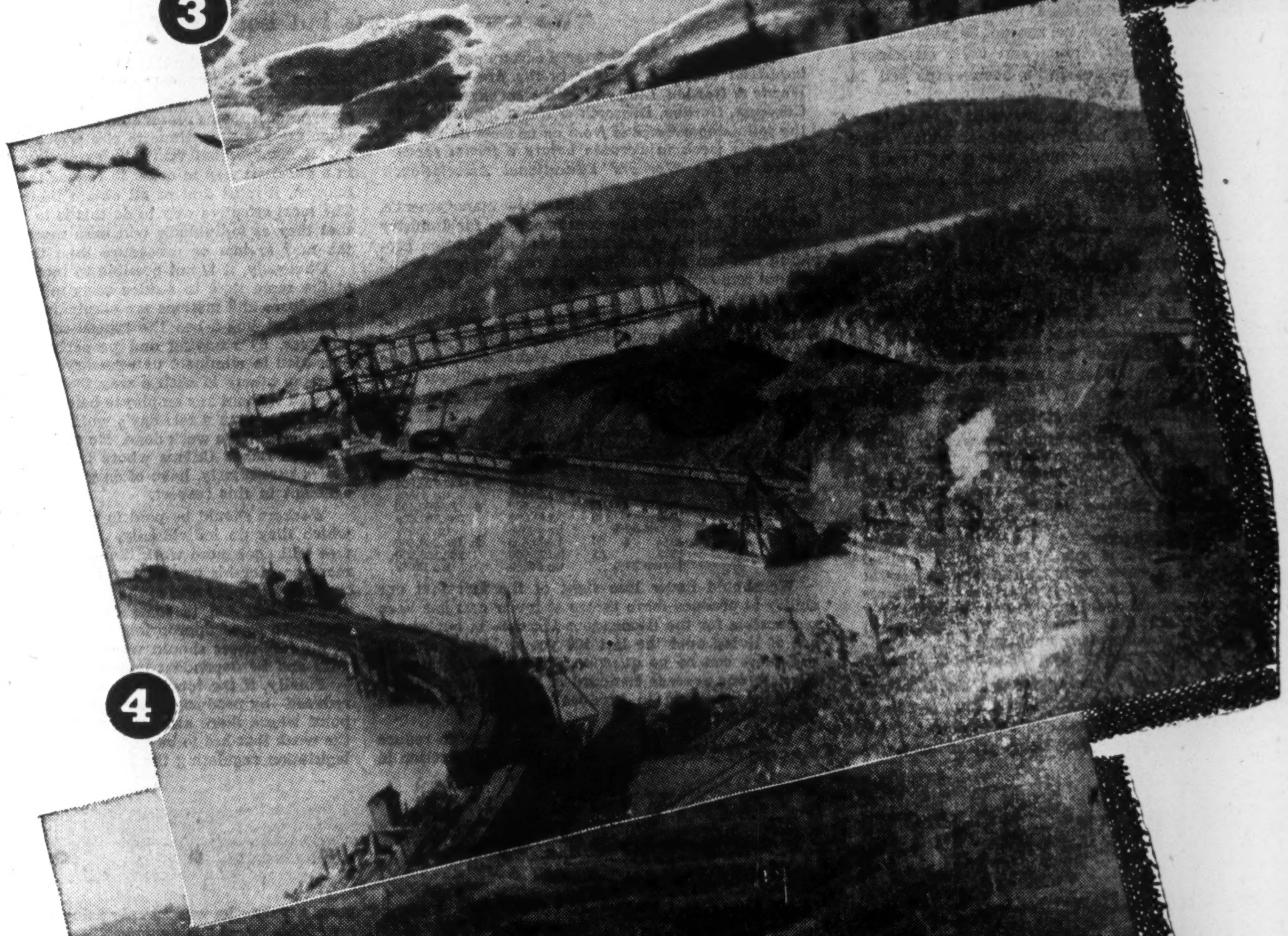






THE PROMISE OF THE LAND is big enough and the character of the Canadian people fine enough to make the SEVENTH VICTORY LOAN a sound and desirable investment.

1 Algoma Ore Properties Helen Mine producing 700,000 tons of ore a year.

2 Algoma Ore Properties Sintering Plant converting above ore into much sought after "Algoma Sinter".

3 Josephine Mine, eight miles from Algoma Ore Properties Sintering Plant, the richest body of pure red Hematite Iron Ore found in North America since old Range Ores—in production next year.

4 Michipicoten Harbour where Algoma Steel has specially constructed iron ore shipping facilities.

5 Algoma Ore Properties Goulais Iron Range. Three years exploration has established 100,000,000 tons Magnetite Iron Ore within fifty miles of Sault Ste. Marie.

BUY THE SEVENTH VICTORY LOAN AND INVEST IN VICTORY

Algoma Steel Corporation Limited

The Editorial Page . .

Jolliffe Talks Nonsense

Speaking at a rural nomination meeting last week, Ontario CCF leader E. B. Jolliffe charged that war profiteering today made profits from the first Great War look like chicken feed.

This is sheer and mischievious nonsense. It is plain slander against Canadian labor and Canadian industry which have co-operated to produce an industrial war effort second to none in the world.

And where is all this imaginary war profiteering Mr. Jolliffe talks so glibly about? Not out of current income. Even the Ontario CCF leaders admit that war taxes skim off any cream that may accumulate there. Mr. Jolliffe can understand a balance sheet and he knows that most of his audience can understand them too and that if they took the trouble to glance over those issued by practically any company on war work today they would find that there is no such thing as profiteering in this war.

In a summary of 665 companies compiled by the Bank of Canada and published in last week's issue of The Financial Post there is ample and further proof. For the group, this shows total net income available for dividends in 1943 of $260 millions against an average of $275 millions for the last three years preceding the war. During the same period taxes increased from an average of slightly over $62 millions in the pre-war years to $307 millions in 1943.

Mr. Jolliffe knows that even Hitler's theory that the public will swallow any lie if repeated often enough will hardly work in this case and so he switches from income account to capital account and from the present to the future. His war profiteering, it turns out, has not taken place yet but it is about to take place if the government starts making a fire sale of its war plants after the peace. So he claims.

Mr. Jolliffe sees some dark plot whereby ownership of these crown plants will be transferred at less than cost to private industry to convert what is possible into peacetime production. The CCF leader presumably would have the government retain these plants and keep them going full blast. Just what we would do with the resulting flow of explosives, shells, bombers and tanks is not explained.

Train Salesmen Now

The quality of sales work and of salesmen in the years following the war is going to be so important in fostering the high level of business activity we all want that we are much impressed by this piece of management ingenuity.

Canadian National Carbon Co., Toronto, has over 50% of its sales force going through a special training process on the factory production line turning out one of the company's chief products. By the time the salesman is finished, he is going to know the product inside out; he should be able to sell better and serve his clients and their customers better. Similar schemes have been employed in other places.

Sales staffs which, during wartime, have been gaining new skills, new experience, which have had their horizon broadened, are going to do a much better job when the civilian job again faces them.

Floor Prices No Cure-all

J. G. Taggart, chairman of the new Agricultural Prices Support Board, plainly indicated in a recent Quebec speech that there is no hope of success for farm floor prices unless we have a large and profitable export after the war. In a publication of the Dominion Department of Agriculture last week Mr. Taggart is quoted as stating that:

> "If pre-war economic nationalism were replaced by a reasonable willingness of the peoples of the world to trade with one another, then the task of supporting prices of agricultural products in Canada would be relatively simple, and an era of great prosperity for agriculture was in sight. If, on the contrary, isolationism and trade barriers again became the accepted rule in the major industrial nations, the prospect for agricultural prosperity in Canada was bleak indeed. In fact, in such an atmosphere, agriculture could survive as an industry only by submitting to the severest form of regimentation and by undertaking many unnatural forms of production under authoritative Government orders."

That is a blunt warning from a practical agriculturist of very wide experience. It may come as a shock to those enthusiastic theorists who have been advocating postwar floor prices as a safeguard against any calamity. But it is far better to be shocked awake now than dream on until we face a crisis. As The Financial Post pointed out in a widely quoted editorial some months ago:

> "Instead of worrying about keeping future farm and other prices jacked up to some artificial level, it would be far better if we concentrated on keeping costs down, so that in natural lines of production, Canadian goods can meet world competition."

Mr. Taggart would seem to agree with that contention. He told his audience that before the war we needed an export for almost half of our total farm production and he added that he could "see no prospect of that condition changing to any important extent for many years to come." Mr. Taggart has promised to do his best to administer the new farm floor legislation but he warns that without a healthy export we face disaster.

The Financial Post's Platform for Canada

1. *All manpower and resources, efficiently used, wherever needed, to win the war.*
2. *Pay-as-we-go policy, to the utmost possible limit, to avert inflation.*
3. *Elimination of wasteful spending by public bodies or private individuals.*
4. *Planning NOW for postwar, by government and business, to ensure fullest employment and improve social standards through individual initiative and competitive enterprise.*
5. *Orderly and economically sound disposal of surplus war stocks, plant, machinery, etc.*
6. *Planned and orderly demobilization of armed forces and war workers so they may be reinstated in productive civilian life with minimum dislocation.*
7. *Generous treatment for incapacitated fighting men, to ensure their rehabilitation and reward their sacrifices.*

Reclaiming Our Servicemen

Barring only the winning of this war itself the most difficult job that ever faced any nation will be the fitting of the serviceman into civilian life. It will not be simply a case of giving veterans the preference when we decide to hire a gardener or a chaffeur. It will not be a case of making the civil service a monopoly for the men who have spent the last three or four years risking their lives in Europe or Asia.

A great many of these men will not want that sort of treatment. What they will expect is not to be treated as heroes but to be given the opportunity for establishing the sort of a life they would have inherited by natural right had the world never heard of Hitler.

This time, in any case, it is going to be more difficult to distinguish between the real heroes and those who have merely accepted a different type of job for the duration. In the first Great War where for three years the front line was almost as stable as the average European boundary, there was a clear cut difference in sacrifice between those who served in the hell of the trenches and the greater number who lived in comparative security and comfort behind. This time we have had a taste of total war with bombs falling on civilian and soldier alike in England and with supply troops miles behind the fluid front in France, Italy or Burma being called upon to repel vicious raids and counter-attacks.

Even if it were desirable it will be impossible to give all the heroes of this war permanent and individual special privilege. There will be so many of them that they will be competing with each other.. In any case there can be no matching of dollars with blood and privation and the real veteran will not expect that it be attempted. What he does expect and has a right to expect is that every effort will be made through hospitalization, special training and goodwill, to fit him for the new life we hope and pray will begin very soon.

Editorials in Brief

Canadian banking this week lost a notable figure in the death of John R. Lamb, chairman of the board of directors of the Bank of Toronto and a former president. He served the bank 57 years. In 1901 he was sent to Copper Cliff, Ont., to open a branch. There he came in contact with the old Canadian Copper Co., later International Nickel, of which he later became a director. He was also a director of Canada Permanent Mortgage Corp. and of Dominion & Anglo Investment Corp., and an honorary president of the Canadian Bankers Association.

• • •

Those who complain of the hardships imposed by war might ponder the family history of Kenneth Barry Maloney, aged six months. Baby Maloney has just arrived by air from England in Grand Rapids, Michigan. There he will make his home with his maternal grandparents. All other close relatives are gone. His father, a pilot with over 100 missions with the U. S. Air Forces, was killed almost a year ago. His mother died in childbirth. His maternal grandparents in England lost their lives when a flying bomb destroyed their home and the youngster was the sole survivor.

The Postwar World . . .

In this department The Financial Post notes current comment, opinion and research on the world that will face us after the war has been won.

"We must cut costs but not wages"

Walter Gordon is a chartered accountant and an industrial engineer, partner in the firm of J. D. Woods & Gordon, Ltd., and of the accounting firm Clarkson, Gordon, Dilworth & Nash, Toronto, and the following excerpt is from an address he delivered this week in Toronto before a forum sponsored by the Workers' Educational Association.

It is in everybody's interest — management's, labor's and of course the consumer's — for Industry to reduce its costs of production and distribution providing this can be done without reducing wages and without requiring any man or woman to do more than a fair day's work.

I believe this to be a fundamental principle on which all of us should base our thinking and our work. It does not need much elaboration, but the following figures for the United States will serve as an interesting illustration of what happens when costs are reduced—

Product:	Year	Average cost to consumer	Number sold	Total sales
	1935	600	3,200,000	1,920,000,000
Automobiles	1905	$1,600	200,000	$ 320,000,000
	Down 63%		up 1,500%	up 500%
Refrigerators ...	1926	$ 400	200,000	$ 80,000,000
	1935	175	1,600,000	280,000,000
	Down 56%		up 700%	up 250%
Radios	1924	$ 67	1,500,000	$ 100,500,000
	1939	31	9,100,000	282,100,000
	Down 54%		up 500%	up 180%

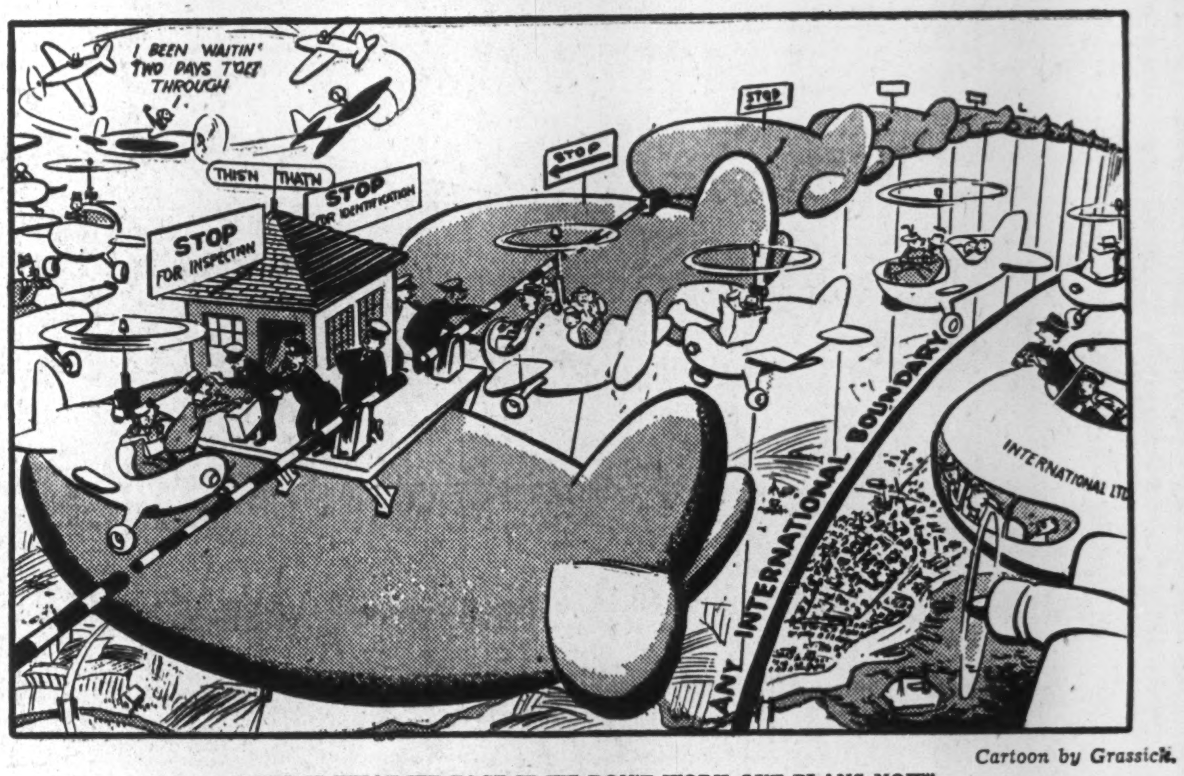
We should never lose sight of the fact that our ability to produce more things at lower cost has been responsible for the tremendous increase in our standard of living over the last 100 years. If we intend—and there can be no question of this—to continue to increase our average standard of living in the future, we must continue to produce and distribute more things at lower cost.

When we say that we should all strive to reduce the costs of production we do not mean a reduction in wage rates or a reduction in the average earnings of workers. I do not expect to see any appreciable reduction in wage rates after the war. From a long term standpoint it seems reasonable to hope and expect that wage rates will continue to rise which is as it should be. If management wants its employees to do things in a different way in order to reduce the costs of production, it must first of all obtain their co-operation. The most effective way to do this is to convince them that they as individuals will earn more money under the new system or procedure than they did before.

Obviously, it is not possible to increase wages and at the same time to reduce costs unless unnecessary procedures and motions are eliminated. This does not mean that bug-a-boo the "speed-up." It is possible, however, by studying and properly measuring each operation to eliminate unnecessary procedures and to combine others in such a way that unit costs can be reduced without any employee being asked or required to do more than a fair day's work—and to pay him a fair wage for the work done. No one knows this better than the Labor Unions whose leaders, in the United States particularly, have often given the lead to management in this respect.

Workers should be paid in proportion to the work which they do individually. If one man of his own free will does more work than another, he should get more pay for his extra labor or dexterity. This principle should apply also to the remuneration of foremen, of salesmen, and in some cases of top management itself. To some appropriate extent the remuneration of all employees should wherever possible be linked with and be dependent upon their performance.

Finally, if the total amount of work to be done is reduced—by producing more goods at less cost—to the point where there are not enough jobs for everyone, the work that has to be done should be divided up by legislation regulating the hours of work.



Cartoon by Grassick.

"THIS IS WHAT WE FACE IF WE DON'T WORK OUT PLANS NOW"

Post-Scripts . . . .

Good Neighbor

A U. S. State Department decision will shortly deprive Toronto of one of its best-liked citizens and give him to Montreal.

North Winship, American consul general at Toronto since 1941, is being transferred to Montreal in accord with usual State Department policy of keeping its people moving. Mr. Winship really likes meeting new people and is equally liked by them. "Here in Toronto we have never had an American consular officer who got so well acquainted with such a large number of people," one prominent Canadian remarked. "He has done a remarkably fine job for the United States, here. We in Toronto are sorry to lose him, but we can be thankful that he isn't leaving Canada. Sending people like North Winship is really putting the Good Neighbor policy to work."

MR. WINSHIP

That sentiment has been reiterated on all sides since the Winship transfer was announced.

He was born at Macon, Georgia, 1885. His birthday is New Year's Eve, Dec. 31, thus providing a double excuse for one of the parties the Winships like so well and stage so magnificently.

Educated at George Washington University, Winship worked in a bank, served as secretary-treasurer of a manufacturing company and was admitted to the bar of Georgia.

His long and brilliant career with the U. S. State Department began in 1910 with an appointment to Tahiti. Then came a sharp and sudden contrast in his transfer in 1913 to Owen Sound (yes, the Ontario one). At brief intervals since then, Winship has served in Petrograd, Milan, Bombay, Fiume, Cairo and Copenhagen.

In 1937 he went to the embassy at Warsaw, Poland, in the senior post of Counsellor. There he watched war clouds gather. Finally came the day Hitler had planned so long. Warsaw was bombed. Surviving this prelude to world nightmare, Winship and a cavalcade of Embassy cars followed the fleeing Polish Foreign Ministry. Day after day the refugees were bombed and straffed from the air as they raced over highways and byways to Rumania. They lived out of lunch baskets and thermos bottles, cat napped in the cars, crouched for safety in ditches.

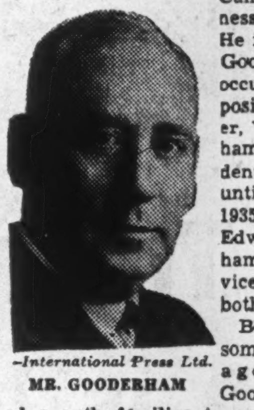
Winship finally completed his Polish assignment, made his reports; was promptly transferred to Pretoria, South Africa whence he came to Toronto.

Very tall and very gregarious, Mr. Winship is married to the former Catharine Colfelt, whose father was pastor of large and splendid First Presbyterian Church, Philadelphia. They have no children.

• • •

Family Tradition

Edward Douglas Gooderham, new president of Canada Permanent Mortgage Corp., and Canada Permanent Trust Co., bears a name well-known in Canadian business and finance. He is not the first Gooderham to occupy this dual position; his father, W. G. Gooderham was president from 1910 until his death in 1935. Since 1935, Edward Gooderham has been a vice-president of both companies.



—International Press Ltd.
MR. GOODERHAM

Born in Toronto some 60 years ago, Edward Gooderham walked a path familiar to sons of wealthy and influential Toronto families. He was educated at Ridley College, went on to the family business Hiram Walker-Gooderham & Worts. He and his father felt that if business was to be his vocation, it was best to plunge into it while his mind was most impressionable and to learn the lessons of business and finance by actual contact with them. It was not long before he was business manager of the firm, of which he is now a director. He has never lost his ties with Ridley; as Governor, he is keenly interested in the welfare of his old school, in which he has said he learned the lessons of co-operation and team spirit which lead to success in life.

In 1904 he married Kathleen May Neelon, and they have one son and two daughters.

Like other members of the famous Gooderham family, he now holds many positions of importance: director of Hiram Walker-Gooderham & Worts, and the Bank of Toronto; president, Dominion of Canada General Insurance Co.; Casualty Co. of Canada.

To his new positions he brings wide experience in varied business fields, and an outlook broadened by indulgence in the noble sports of fishing and golf.

• • •

From a Paper Family

Jean Paul Rolland, recently elected vice-president of the New York-Canadian division, American Pulp & Paper Mill Superintendents' Association, represents in the management of Rolland Paper Co. the fourth generation of a family, which for 62 years has played a leading role in the fine paper industry in Canada.

The first Rolland to head the company was the late Senator J. B. Rolland, who in 1882 at St. Jerome, Que., built the first fine paper mill to start production in Canada. Jean Paul, great-grandson of the founder of the company, is now the manager of this first mill, at St. Jerome, in addition to being assistant to the president of the company—who is Jean Rolland, Jean Paul's father.

—Blank-Stoller photo.
MR. ROLLAND

None of the Rollands has been content to rest on the laurels and success of predecessors. All have been hard workers, and have striven to develop the company further, with the result that the Rolland family has built the organization from a relatively small beginning to one of the leading industrial companies in the Dominion.

When the founder of the company died, the management passed into the experienced hands of Senator Rolland's two sons—the late Hon. J. D. Rolland and S. J. B. Rolland, the latter assuming the duties of president. The third generation of the family form the present executive: Jean Rolland, son of the late S. J. B. Rolland, as president; J. P. Rolland, son of the late Hon. J. D. Rolland, as vice-president; Olivier Rolland, another son of the late S. J. B. Rolland, general manager.

Besides Jean Paul, the fourth generation is represented in the company by: Marc Rolland, superintendent of the St. Jerome mill; Andre Rolland, purchasing agent; Lucien Rolland, engineer of the Mont Rolland mill; Jacques B. Rolland and Albert Rolland, who are active in the sales division.

Among employees in the Rolland mills are some whose family associations with the company reach back to its beginning in 1882 and who represent the fourth generation of loyal employees. There are many instances of three generations of one family all working in the mills at the same time.

Jean Paul, after completing his education at the Mont St. Louis in Montreal, was started in the St. Jerome mill, and worked in all operations under the supervision of his father, Jean Rolland, until finally appointed manager of the mill, in 1928. He was also made a director of the company.

Of boundless energy, Jean Paul has been active in many community, social and trade activities. Among recreational activities, sports he has particularly enjoyed have included riding, golf, fishing and hunting. He is president of the Fishing and Hunting Club "Maison de Pierre," president of the Rotary Club at St. Jerome, member of the Knights of Columbus and a former Grand Knight, member of the Engineers Club.

Memberships in trade and technical associations include: Canadian Pulp & Paper Association; Technical Association of the Pulp & Paper Industry; American Pulp & Paper Mill Superintendents' Association; former president of the Cost and Management Institute; National Association of Purchasing Agents; Canadian Manufacturers' Association; Supreme Council of the Technical Association of the Province of Quebec.

In 1928, Jean Paul married Yvette Belanger, daughter of Lorenzo Belanger. They have five children—Paule, Denyse, Elaine, Louise and Marie.

Stop Me If . . . . .

Two quick thinking Canadian privates were summoned before an army court martial in Belgium. The charge was serious, kicking their own, but none too popular, colonel.

The first, Private Jones, pleaded not guilty, said he had been following the colonel at a respectful distance when slipping on a banana skin his foot had accidentally caught the officer in the seat of the pants.

The second then also pleaded not guilty. With a solemn face he explained that when he had seen Jones kick the colonel he naturally concluded that the war must be over, and so he kicked him too.

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Other People's Views . . . . .

The Canadian Editorial of the Week

Mr. King Should Act

Windsor Star

No longer is it possible to disguise the fact that a Cabinet crisis of some seriousness has arisen over the disposition of the Home Defense Army, now almost unanimously termed "zombies." The matter has been brought to a head by Hon. J. L. Ralston's recent tour of the war fronts.

It is difficult to understand the opposition to Colonel Ralston's demand for conscription—and of course there is little doubt that he has made such a demand. The general view is that the Government's hesitation is founded on political considerations. If so, it is short-sighted.

At the worst, the Government would lose a few seats to the small isolationist bloc represented by a variety of minor groups with definitely parochial appeal. There would be no accession of strength to any party that is seriously to be feared. At the same time, the administration could count on picking up some added support from other parts of Canada, which would be won over by a courageous stand.

There are disturbing signs that, either for political security or through stubbornness, the Prime Minister is rejecting the most able advice of a Minister who has the best grasp of all the relevant facts. By doing so, he is placing the country in danger of a political upheaval at a time when all its efforts should be directed to winning the war. The situation is one that is bound to cause concern to all patriotic Canadians.

What ThePapers Say

Goose Bay Lease

Winnipeg Tribune

Canada has obtained a ninety-nine year lease from Newfoundland on the Goose Bay airport built with 25,000,000 Canadian dollars on the coast of Labrador. While this is a pleasant enough announcement it is not quite as colossal as Ottawa would like to picture it. In fact considerable layers of old-fashioned flubdub are in evidence.

Looked at realistically, there should be no question of ninety-nine year leases or any other kind of leases. Treating the coast of Labrador as an outpost of Newfoundland is simply an anachronism. It is part of the mainland of Canada and as such should be under Dominion control.

• • •

The Mail-box

Army Wastage

I read with much interest in last week's Post "what order for Demobilization."

No one seems to be giving any thought to those so-called single men who were 40 years old when drafted. I was one of them just three months short of being 40. Rather than be drafted I enlisted. They made a clerk out of me and with my wife's allowance (I am married now) we get $1,800 per year, (as a civilian I held an executive position with a salary of between $3-4,000 per year, my income tax was just over $100 per month, so I pay no income tax now and the government is out $1,300 per year and what they now pay me $1,800, and you see I cost the country $3,100 per year, a very expensive clerk.

Frankly I am overpaid at $20 per week. I am now 42, rotting mentally, worried about finances and generally disgusted. Why not give us a break on discharge. The Government is not drafting men over 38 years old now. Yet they keep us in who are over forty.

I am lucky my position is waiting for me when I am discharged, think of the poor fellows my age who have no job to go to.

Toronto. —Disgusted.

• • •

The U. S. Election

Your front page comment on our coming election with its implied endorsement of Roosevelt prompts me to reply. I have no thought that you will be interested in any opinions—but in this country as, I believe with you, we like to argue about politics, even by correspondence. I think that the statements and implications in your article are subject to question in several particulars—as:—

1. I think it is well that the United States have a presidential election now because of the emotional outlet it will afford. For several years we have worked hard and been worried and troubled in connection with the war. I think we deserve a sporting contest such as this election to get rid of some of our pent-up emotions and I think that we will be better emotionally because of it. The "World's Series" baseball games will serve a similar purpose.

2. Concerning Roosevelt's speech which you termed one of his "outstanding performances" and the statement that he was "simply using the same technique as his opponents"—the general comment I have heard in this predominantly Democratic community about that speech was that it was unbecoming and crude. I do not think that you will find that Dewey made any speech on that plane prior thereto. You may recall that Roosevelt said that he would run again but not in the usual political sense.

3. Relative to the campaign splitting the people in twain—the split in feeling has existed ever since Roosevelt was first elected. Some time ago you carried an article from one of your correspondents then in the U. S. stating that the Canadians did not appreciate the bitterness of the feeling in the U. S. against Roosevelt.—From chance conversations in restaurants and on trains and on the streets—I get the impression that the personal dislike for Roosevelt is much greater than for Hitler,—for example:—Perhaps the same feeling might be had toward Dewey—if he were elected; if so it would be deplorable then as it is now.

Despite the ill-words which will be spoken and the hard feelings which may arise—I hope you will regard the campaign in part as a sort of carnival which may serve some valued emotional purpose.

Tom Hutter.

Louisville, Ky., U. S. A.

• • •

As Others See Us . .

Are We Going Bankrupt?

Peterborough Examiner

In answer to the questions, are Canadians going bankrupt and can we carry our public debt, The Financial Post gives some most interesting basic facts:

True, we could go bankrupt, if we let ourselves be foolishly led. But we pursue policies that will actually stimulate production and maintain or enhance the national income. Great days are ahead for Canada and the Canadian people. However our financial future will also depend, to a very important degree, on what happens in the rest of the world.

• • •

Danish Bacon Threat

The Montreal Gazette

Application of the latest scientific methods to reduce costs and raise quality is one approach to what is looked upon as the inevitable competition of Danish butter, eggs and bacon with Canadian produce on the British market. In discussing this matter The Financial Post declares that the Dominion would be on much safer ground to revise its policy and that "it is exceedingly doubtful whether that competition can be faced if our producers put their main faith in floor prices, preferences and subsidies. These artificial supports may crumble quickly especially if Britain decides or is forced to revert to her historic policy of cheap foods." This point is very well taken indeed. What has functioned so well under wartime conditions, demanding expedients that are unlikely to work soundly under other conditions—such as the present mutual aid policy, is most unlikely to function in peacetime. Canada has done much in respect to quality, accomplished a huge task well in respect to quantity but price is something else again.

NEWFOUNDLAND NEWSLETTER

Newfoundlanders Wait Call To Vote; Take New, Long Look at Colony Status

Herewith The Financial Post introduces a new service to its readers—a monthly report on political and economic conditions in Newfoundland. Because of its greatly enhanced strategic and economic importance, the Island's destinies affect Canadian trade and external relations more intimately than ever before. This first article deals with Newfoundland's efforts to regain her political freedom. These regular reports are done for The Post by a Newfoundland journalist.

Since 1934 Newfoundlanders have listened — apathetically at times—for words of destiny to be spoken by whoever happens to be Dominions Secretary in the British Government. Now they are waiting with a little more interest for the announcements on Newfoundland from that quarter.

It is not a pronouncement of policy this time. Britain, apparently impressed by the fiscal surpluses the Island has been piling up since the second year of the war, has agreed to give Newfoundlanders a chance to decide for themselves what form of government they want. That announcement was made last year.

"Facilitate An Expression"

What was promised late in September, and is now expected momentarily, is a statement on—hold your breath—"the type of machinery to be set up to facilitate an expression of opinion by Newfoundlanders as to the form of government they would desire after termination of the war with Germany."

Three Newfoundland Commissioners, Sir John C. Puddester, Sir Edward Emerson, who has since been appointed Chief Justice in Newfoundland, and Mr. P. D. H. Dunn, went to the U. K. in August to discuss this matter with the British authorities. On their return they disclosed that Lord Cranborne, present Dominions Secretary, would make the first statement in the House of Lords.

While they wait for the declaration that may start them on the road to greater independence, the Newfoundlanders are playing a little guess-game among themselves. Speculation is helped along by articles in the press which seem generally to agree that a National Convention will be called.

Presumably such a convention, composed of representatives of trade, labor, and organizations such as the Great War Veterans, will be asked to consider whether Newfoundland should (a) remain under the present Commission system, or (b) request some form of representative government, or (c) demand full responsible government.

The announcement, when it comes, may arouse the political instincts of the people which have been dormant for a decade. But everything that has happened in the past few years points to anything but that. For instance, the Board of Trade, spurred to action by the Commission's Retroactive Tax Bill of 1943, failed miserably to rouse the people in support of their demand for an immediate measure of representative government.

* * *

Goose Bay Lease

What the Board of Trade failed to do, and surprisingly few people have tried in recent years, may conceivably occur as a result of the Commission's action in giving Canada a 99-year lease on Goose Bay air base. It could, indeed, be the straw that breaks the Commission's back.

Territorial Trials

There was quite a howl from the press when news of the signing of the lease was given out, and the political implications of the Goose Bay deal may be as far-reaching as the newspapers predict. The view is held that Newfoundland has gained nothing beyond a temporary flush of prosperity from the free-for-all use of its territory through the war period. The strategic position of the Island, such a vital factor in war, is lost to its own people in the promising peace era by what is described as "premature passing out of bases."

All this does not, however, damage relationships between Canada and Newfoundland. It is not the fact that the Dominion was granted the lease that is resented, but simply the manner in which it was granted. And the time.

* * * *

For all their apparent apathy in public matters, the Newfoundland people proved last summer that, given the cause and the means, they can speak with a loud and a unanimous voice.

The Great War Veterans Association, one of the Island's strongest non-political organizations, went to the public with an appeal for higher pensions for veterans of this war, after repeated GWVA petition to the Government had failed to get results.

They sent ballot papers all over the country, asking veterans and school teachers to co-operate in getting them into the hands of the people. Only people over 21 years could sign the petition, and each signature had to be witnessed.

Ballots by Truckload

The results were amazing. Over 81,000 signed ballots were returned to the GWVA office, representing nearly one third of the total population of Newfoundland and about 25,000 more votes than were cast in the last pre-Commission general election. The veterans were impressed and thought the Government would be.

One day, just before Sir John Puddester, Commissioner for Health and Pensions, left for England to discuss the plebiscite vote previously mentioned, a deputation of veterans dumped the ballots, a truckload, in the Commissioner's office, and ceremoniously read the petition. (For the record, the Government raised the pensions by 30%; asked for was a 70% increase).

The monster petition had the effect of showing that public opinion in Newfoundland is still a determining factor in the life of the country. But it remains to be seen whether anything like that spontaneous demonstration can be counted on in a straight political issue.

* * *

Employed, Contented

The real reason for the dearth of political activities in Newfoundland may be that everybody has plenty of money to spend. Although base construction employment has dwindled from 20,000 in 1942 to a bare 5,000 at this writing, most breadwinners seem to be gainfully employed, either at the fisheries which now pay off at the rate of $12 to $14 per quintal for codfish, or in general industry such as new civilian building. More than 3,000 men and women have obtained jobs in Canada and the United States.

The Government, too, is doing all right financially. Total revenue this year is expected to top the all-time high of $28 millions recorded last year. With a backlog of $12.3 millions in surplus revenue—this amount has been loaned to Britain interest-free — Newfoundland appears likely to add another $7 millions to her fund of war-invested savings at the end of the present fiscal year.

As long as the economic picture remains as bright as it is now, the Newfoundland fisherman and farmer are not going to worry too much about politics.

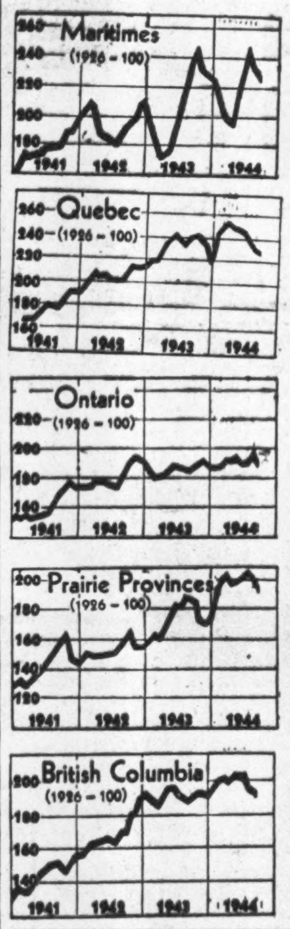
Business This Week

	Sept.	Aug.	July	June	Year Ago
Financial Post Production Index	245.8	248.0	250.3	248.5	258.3
Base period 1935-39=100.					
National Income, D.B.S. (c)	....	....	778.9	785.6	*2,581
Dom. war expend. (millions $) ..	346.5	305.5	281.0	298.1	261.7
Dom. total revenue (do.)	229.3	220.5	252.5	238.8	201.6
Dom. total expend. (do.)	407.3	446.2	503.2	383.5	327.4
■Dept. store sales index no.	183.1	139.4	156.9	143.2	159.1
Retail sales index no.	....	157.0	168.8	170.1	142.3
Wholesale sales index no.	....	200.8	179.6	190.0	200.8
■Country store (% change pr. yr.)	+10.2	+11.4	+9.4	+9.3	+14.9
Divd. payment index♦	129.8	129.9	129.9	129.3	124.0
Bank deposits (1935-39=100)	200.3	202.4	207.6	208.1	170.7
Bank debits (1935-40=100)	....	177.1	170.0	176.9	157.1
Money supply (c)	....	5,680	5,694	5,776	4,825
NEWSPRINT % OF CAPACITY					
Production ratio	68.6	68.3	68.7	66.7	69.6
Shipment ratio	71.1	71.5	70.2	72.4	72.7
RAILWAY FREIGHT LOADINGS					
Tons (D.B.S. index)	....	192.2	192.9	224.4	191.7
Cars (D.B.S.) index	....	145.5	150.0	155.5	142.5
COST OF LIVING					
D.B.S. index	118.8	118.9	119.0	119.0	119.4
EMPLOYMENT INDEX No. D.B.S.—					
All industries	....	184.6	183.5	180.5	185.9
Manufacturing	....	225.6	225.8	223.1	227.7
Payrolls (June 1/41=100) (b)	....	147.4	147.0	145.1	149.5
Payrolls (1937=100) (a)	....	....	212	222	225
RAILWAYS	1944	1943	1944 Jan. 1 to date	1943 Jan. 1 to date	Change %
■Carloadings . (week Oct. 21)	78,601	73,795	2,946,964	2,769,224	+6.5
■C.P.R. gross (week Oct. 24)	6,101,000	5,881,000	232,489,000	211,207,000	+10.0
C.N.R. gross rev. .. (Sept.) $	37,788,000	36,946,000	328,148,000	326,949,000	+0.3
C.N.R. net rev. ... (Sept.) $	5,603,000	9,425,000	61,211,000	72,118,000	—15.3
■C.P.R. gross rev. .. (Sept.) $	27,630,612	26,289,433	237,952,981	216,019,305	+10.1
■C.P.R. net rev. .... (Sept.) $	3,690,670	3,784,765	26,621,121	32,761,861	—18.5
IRON AND STEEL—(Sept.)—					
■Pig iron production (tons)	145,406	147,902	1,412,385	1,331,966	+6.1
■Steel production .... (tons)	242,725	241,255	2,236,481	2,237,736	—0.1
CONSTRUCTION—					
Contracts awarded (Sept.) $	25,287,600	18,570,600	234,404,800	160,729,000	+45.8
■Building permits .. (Sept.) $	9,546,779	7,713,926	98,479,709	60,439,593	+63.1
■Cement prod., bbls. (Aug.)	943,729	953,742	4,704,509	4,894,698	—3.9
AGRICULTURE—					
Flour prod., bbls. .. (Aug.)	2,015,866	1,888,030	15,934,875	15,996,199	—0.2
Flour exp., bbls. .. (Sept.)	1,215,683	873,917	10,623,975	10,082,939	+6.3
Wheat exp., bush. . (Sept.)	26,636,695	17,493,193	212,556,075	136,366,700	+55.9
Cattle sales▲ ...... (Sept.)	125,134	101,840	907,721	713,645	+27.2
Hog sales▲ .... (Sept.)	440,581	475,828	6,561,282	4,670,590	+40.4
SEA FISHERIES—§					
Catch, cwts. .... (July)	1,364,683	1,651,674	5,405,191	5,620,907	—3.8
Landed value ...... (July)	6,752,444	6,046,368	22,927,166	20,373,355	+12.4
NEWSPRINT—					
Production, tons (Sept.)	244,209	251,827	2,239,367	2,217,432	+0.9
Exports, tons ...... (Sept.)	252,928	244,593	2,247,421	2,150,593	+4.4
MINING AND OILS—					
Coal prod., tons .. (Aug.)	1,377,228	1,441,557	10,934,181	11,726,721	—6.8
Gold rec. (fine oz). (Aug.)	236,870	293,281	1,995,285	2,558,644	—22.1
Petroleum prod., brl. (Aug.)	833,495	857,945	6,681,415	6,743,301	—0.9
ELECTRICAL POWER OUTPUT—(Sept.)—					
■Total monthly 1,000 kw.h.'s	3,234,788	3,376,775	30,187,935	29,898,835	+0.9
FOREIGN TRADE—					
■Imports† .... (Sept.)	159,710	137,271	1,330,015	1,276,973	+4.2
Exports† .... (Sept.)	264,619	244,914	2,546,621	2,119,184	+20.0
OTHER INDUSTRIAL FACTORS—					
Shoe prod., pr. .... (‡Aug.)	2,937,490	2,762,787	23,568,329	22,940,392	+6.3
Cotton consump., lb. (Sept.)	11,641,566	14,190,431	120,759,767	137,945,938	—12.5
Cigarette cons. No.† (Sept.)	1,066,832	923,720	8,573,081	8,204,882	+3.3
FINANCE—					
Bank debits† ...... (Sept.) $	4,818,599	4,485,004	44,010,866	39,091,798	+12.6
Bond sales† ...... (Sept.) $	634,506	759,768	4,760,876	4,661,046	+2.1
Life insurance sales (Aug.) $	41,970,000	45,612,000	421,074,000	377,715,000	+11.5

‡Unrevised figures covering N.S., P.E.I., N.B., Que., B.C. †000 omitted.
▲Total at yards and plants. ■New items for week.
§Supplied by Nesbitt, Thomson & Co. (c) 000,000's omitted. ♦Gold excluded.
(a) Compiled by Canadian Bank of Commerce. (b) All industries.
*Cumulative 4 months. °Excluding Northwest Territories.

September Business Off In All Areas But Ontario

Only one of the regional indexes of business activity recorded an advance in Sept. as compared with Aug. For Ontario, the business index rose about two points, while the index fell for the four other economic areas. Gains were numerous in component indexes in Ontario and Quebec; current business activity in central Canada seems to be well maintained. The adjusted index of electric output recorded gains in the three eastern economic areas. Minor gains in the index of employment appeared in Quebec and Ontario and the increases in bank debits were recorded in the same provinces. Sales of life insurance recorded considerable increases in Quebec, Ontario and British Columbia.



Trend of Business in Economic Areas

	Sept., 1944	% Change Sept., 1943	Aug. 1944
Maritimes:			
Constr. contr ...... $	3,093,000	+137.9	1,981,000
Bldg. permits ...... $	257,000	—19.4	338,000
Life ins. sales ... $000	3,547	—19.8	3,812
Bank debits . $000,000	98.2	+2.8	97.8
Elec. pwr. .. kw.h.000	83,000	—12.6	89,000
Employment*	185.8	—4.5	187.8
Index	228.8	—7.2	235.9
Quebec:			
Constr. contr. ...... $	6,648,000	—19.3	8,522,000
Bldg. permits ...... $	2,882,000	+39.7	3,729,000
Life ins. sales .. $000	10,608	—15.9	10,086
Bank debits.. $000,000	1,336,000	+13.7	1,289,000
Elec. pur. .. k.w.h.000	1,860,000	—7.9	1,892,000
Employment*	197.7	—1.6	195.3
Newsprint pro... tons	244,209	— 3.0	262,295
Cotton consump. .. lb.	11,641,566	—17.9	12,887,596
Index	230.1	—5.7	232.6
Ontario:			
Constr. contr. ...... $	9,360,000	+67.2	8,294,000
Bldg. permits ...... $	2,880,000	—11.8	5,128,000
Life ins. sales .. $000	17,965	—9.2	16,460
Bank debits .. $000,000	2,193	+1.6	1,937
Elec. pwr. .. k.w.h.000	840,000	+2.2	849,000
Employment*	185.6	+0.4	185.1
Livestock slaughterings*	227.9	+1.0	239.9
Steel prod. ...... tons	242,725	+0.6	246,755
Index	190.1	+1.7	188.1
Prairie Provinces:			
Constr. contr. ...... $	2,835,000	+30.3	2,664,000
Bldg. permits ...... $	2,019,000	+92.8	1,619,000
Life ins. sales ... $000	6,693	—14.8	7,585
Bank debits.. $000,000	921	+19.6	911
Elec. pwr... k.w.h.000	240,000	+3.9	225,000
Employment*	151.6	+4.5	148.4
Wheat receipts .. bu.	54,914,000	+139.5	16,103,000
Wheat prices**	125	+6.4	125
Index	195.9	+7.3	203.8
British Columbia:			
Constr. contr. ...... $	3,352,000	+165.6	2,691,000
Bldg. permits ...... $	1,510,000	+48.8	1,299,000
Life ins. sales .. $000	3,320	—13.0	3,225
Bank debits.. $000,000	270.2	—5.6	296.9
Elec. pwr. .. k.w.h.000	212,000	+1.0	220,000
Employment*	185.7	—5.2	187.5
Index	193.4	+1.8	195.7

* 1926=100.
** Cents and eighths of a cent per bushel.

If you spend money for advertising, this may be worth your reading . . .

YOUR reputation—prestige—goodwill—call it what you will, among the people who buy your goods, is a most important factor in your success.

How, then, can this goodwill be established? By the quality of your goods, by their reasonable price and *by advertising*—that potent force that has changed the habits of the people and raised their standard of living.

How, then, shall one use advertising and profit by it? Any literate person can prepare some kind of advertising, and the most inexperienced may produce one or two striking advertisements. But good business judgment, creative ability and continuous initiative are needed to produce sustained successful advertising.

* * *

It is this sound business judgment, advertising experience, continuous initiative, creative ability and technical skill that my organisation renders to clients.

* * *

Every advertisement should stimulate the impulse to buy the product. That may be done by an appeal to vanity—emotion — selfishness — value — utility — sex — taste — recreation — entertainment — fear — ambition— or desire for gain.

In preparing advertising my first care is to pick out the fundamental things about a product and present them in a convincing manner to the greatest possible number of buyers at an economical cost.

Advertising is no magic carpet. It calls for all of man's faith and courage to embark on it and to persist in it until public goodwill is secured. Once this stage is reached, the advertiser will reap his reward an hundred-fold.

If you would like to discuss your advertising with me with a view to improving upon it, I will call upon you at your request. And if business results you will be served faithfully and well.

Thornton Purkis

Advertising and Sales Counsellor.

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ADEL. 6221

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With more help, more machinery and better crop balance he will be able to do this far better than in the tense war years. In addition, his big backlog of spending dollars will be spilling into markets to buy the consumer goods he needs.

That is why you, as an advertiser, should set your sights on rural Canada NOW! Get into the farm market by building your advertising around the Family Herald and Weekly Star — the NATIONAL magazine that gives you entry into 300,000 farm homes.

Family Herald and Weekly Star

CANADA'S NATIONAL FARM MAGAZINE

MONTREAL CANADA

UNDERWOOD

● Have your Underwoods rebuilt by the manufacturers . . . have them renewed throughout, smartened up, speeded up! Call Underwood Elliott Fisher *now* for full particulars on factory rebuilding. Ask also about NEW Underwoods. Rapid changes in government needs and regulations have made more new Underwoods available to lower priorities.

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Head office: 135 Victoria St., Toronto
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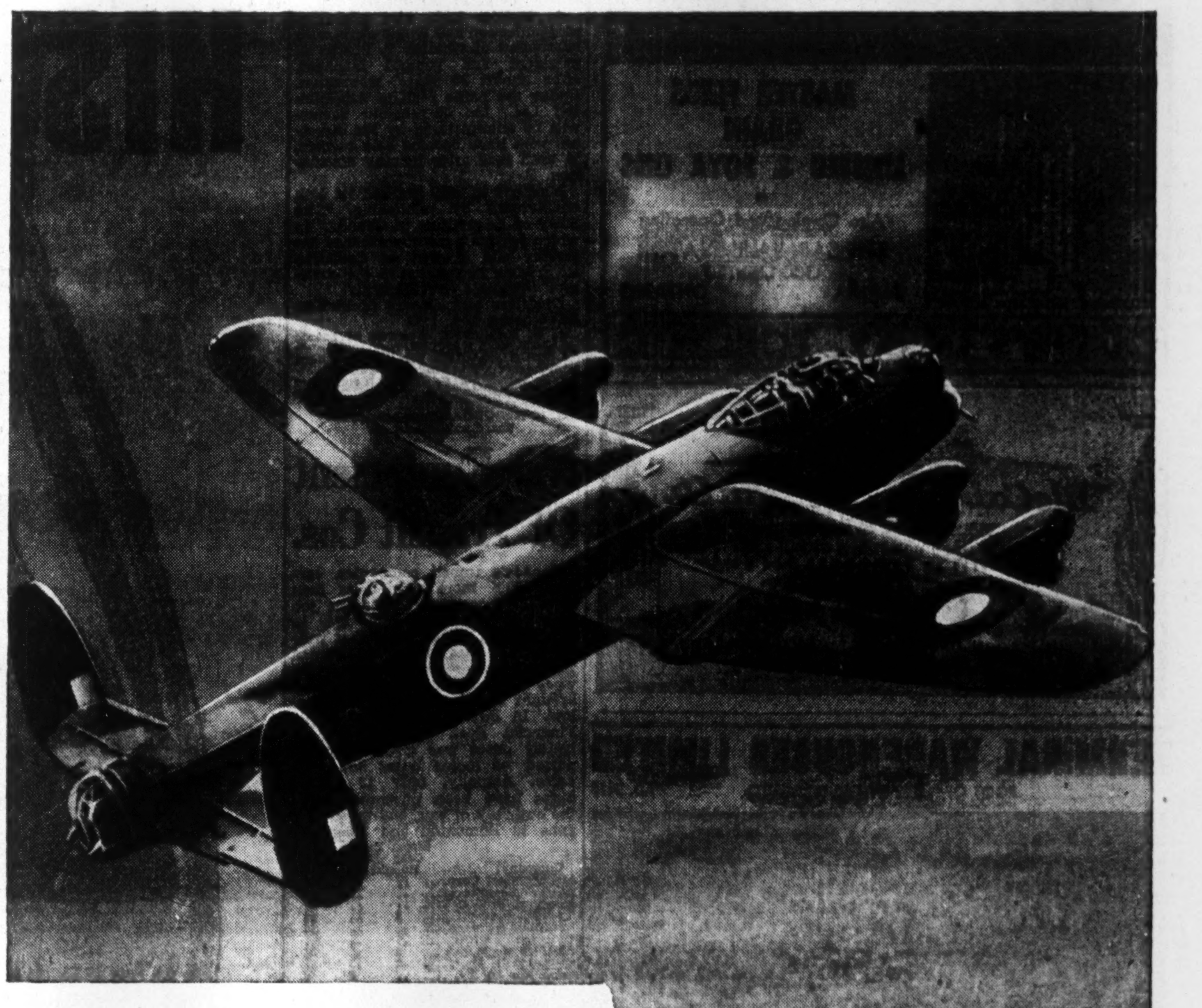
UNDERWOOD TYPEWRITERS — CANADA'S 7-OUT-OF-10 CHOICE



Now making the

"WINGS FOR VICTORY!"

The production of gigantic Lancaster Bombers under the direction of VICTORY AIRCRAFT, LIMITED has enlisted the whole-hearted support and co-operation of FLEET AIRCRAFT, LIMITED.

At present the entire production facilities of Fleet Aircraft, Limited are devoted to the production of wings and other components for these huge aerial dreadnoughts, the FAMOUS LANCASTER BOMBER!

Fleet Aircraft, Limited with its wealth of peacetime pioneering in aircraft manufacture . . . its five years' record of wartime production to serve the Allied Nations air training plan with hundreds of Cornell trainers . . . the skill and "know how" which the Fleet organization brings to this final phase of Canada's aerial war effort will prove its worth in the all out drive to produce more and ever more Lancaster Bombers to bomb the enemy into submission.

FLEET Aircraft LIMITED

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275 Country Elevators and Terminal Elevator at Fort William

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Operators of Country Elevators in Manitoba and Saskatchewan and Terminal Elevators at Fort William and Port Arthur

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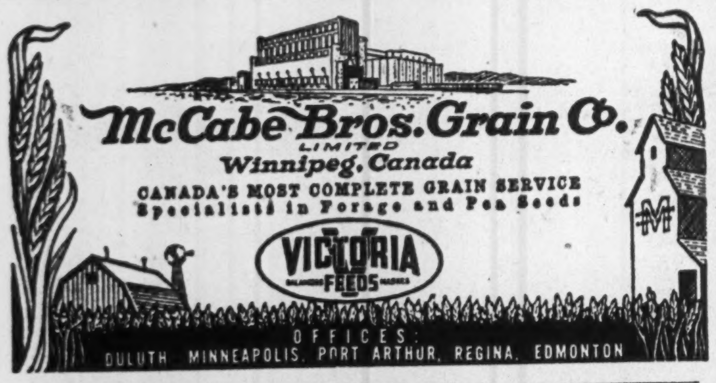

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HEAD OFFICE
WINNIPEG

Branches Throughout Canada

BOARD CHAIRMAN

A. N. McIntosh, who becomes chairman of the board of McKim Advertising Ltd., formerly A. McKim Ltd.

ADVERTISING CHIEF

James McC. Baxter, who assumes the presidency of McKim Advertising Ltd., with retirement of Charles T. Pearce.

Staff Acquires McKim Agency

A. McKim Ltd., gets executive reorganization and a new name with retirement of Charles T. Pearce as president and general manager, after almost 30 years' association. Under the name McKim Advertising Ltd., the 55-year-old agency will be administered by six directors who have become sole owners, in each case after lengthy association.

McKim's in 1939 marked its 50th anniversary by publishing, "The Story of Advertising in Canada," in which two staff members traced the genesis and growth of Canadian advertising in relation to the country's economic development.

Directors and officers of McKim Advertising Ltd., are:

A. N. McINTOSH, chairman of board;
JAMES McC. BAXTER, president;
J. J. GALLAGHER, first vice-president & manager at Montreal;
J. W. THAIN, vice-president & treasurer;
D. E. LONGMORE, vice-president & manager at Toronto;
H. R. McDOUGAL, vice-president.

New Equipment Of Transit Cos.

Canada's transit companies, carrying 93% more passengers than before the war, are doing the job with an increase of only 17% in their rolling stock. How that rolling stock has been distributed among the various companies, and what types of equipment they have brought is shown in the table below. In last week's issue of The Financial Post, the purchase of trolley buses was erroneously reported as motor buses and vice versa. Actually, only 13 trolley buses have been purchased since the outbreak of war, and these have gone to Edmonton and Winnipeg.

Company:	Street Cars	Trolley Buses	Motor Buses
	Bought Since 1939		
Algoma Steel Corp.	..	..	16
Border Transit	..	..	10
Brantford P. U. C.	..	..	20
B. C. Electric	3	..	32
B. C. Motor Trans.	..	..	15
Calgary Munic. Ry.	..	..	..
C. N. R. Elec. Lines	2	..	44
Cornwall St. Ry.	2	..	..
Edmonton St. Ry.	..	6	8
Ft. William Elec. Ry.	7	..	7
Guelph Trans. Comm.	..	..	6
Hamilton St. Ry.	..	..	47
Hull Electric	..	..	..
Kitchener P. U. C.	..	..	15
Levis Tramways	7*	..	13
London St. Ry.	..	..	45
Montreal Tramways	50	..	137
N. B. Power Co.	..	..	17
Nfld. Light & Power	..	..	..
N. S. Light & Power	23	..	..
Ottawa Electric	10	..	21
Port Arthur P. U. C.	..	..	..
Prov. Transport	..	..	40
Quebec Ry., L. & P.	7*	..	60
Regina Municipal Ry.	..	..	3
Sandwich, Windsor & Amherstburg Ry.	..	..	85
Saskatoon Munic. Ry.	5	..	2
S. M. T. Eastern Ltd.	..	..	21
St. Maurice Transport	..	..	15
Sudbury-Copper Cliff Suburban Elec. Ry.	4	..	..
Toronto Trans. Comm.	110	..	154
Vancouver Is. Coach	..	..	19
Winnipeg Electric	..	7	71

*Includes some used.

Invest in Victory!

Buy All You Can
Oct. 23-Nov. 11

JAMES W. SEWALL
Ruttan Block, Port Arthur, Ont.
Timber Cruises and Valuations
JAMES W. SEWALL
Old Town, Maine
PHILLIPS & BENNER

Line Elevators Attack Income Tax Practice

The inequitable income tax situation which has been permitted to continue for more than 14 years in the grain handling industry of western Canada threatens to create a grain handling monopoly through destruction of more than 60% of the industry, Hon. J. L. Ilsley, Minister of Finance, was informed recently by a delegation from the North-West Line Elevators Association representing the owners and operators of 3,400 country and terminal elevators with a total capacity of 260 million bushels and an investment of $65 millions.

The delegation pointed out that while the line elevators paid income taxes, the three pool elevator companies, operating the remaining 40% of the elevators, had not paid a dollar in income taxes in the past 14 years.

The Government was informed that the estimated tax liability of the three pool elevator companies to the public treasury now exceeded $15 millions. These pool elevator companies had claimed exemption from income taxes under section 4(p) of the Income Tax Act which exempts specified types of producer-owned co-operatives from payment of income taxes. Following investigation of the pool elevator methods of operation, the department of justice ruled that the pool elevator companies did not qualify as co-operatives within the provisions of the Act, and, therefore, were subject to payment of income taxation. It was stated that the farmer-owned and controlled United Grain Growers Co. had paid income taxes ever since the Income Tax Act was passed in 1917 and that pool elevator companies had paid income taxes on their profits until 1930, but nothing since that year.

Protest was made by the delegation against the Government's announced intention of placing a representative of the co-operatives on the proposed Royal Commission. This would be tantamount to permitting the co-operatives to act as judge and jury on their own case. The Government was urged to appoint an outstanding economic and judicial commission to review the income tax structure before which the co-operatives in common with all other interested parties could present their case. It was contended that the findings of any Commission, on which interested parties sat as commissioners, could hardly be expected to be unanimous and unprejudiced.

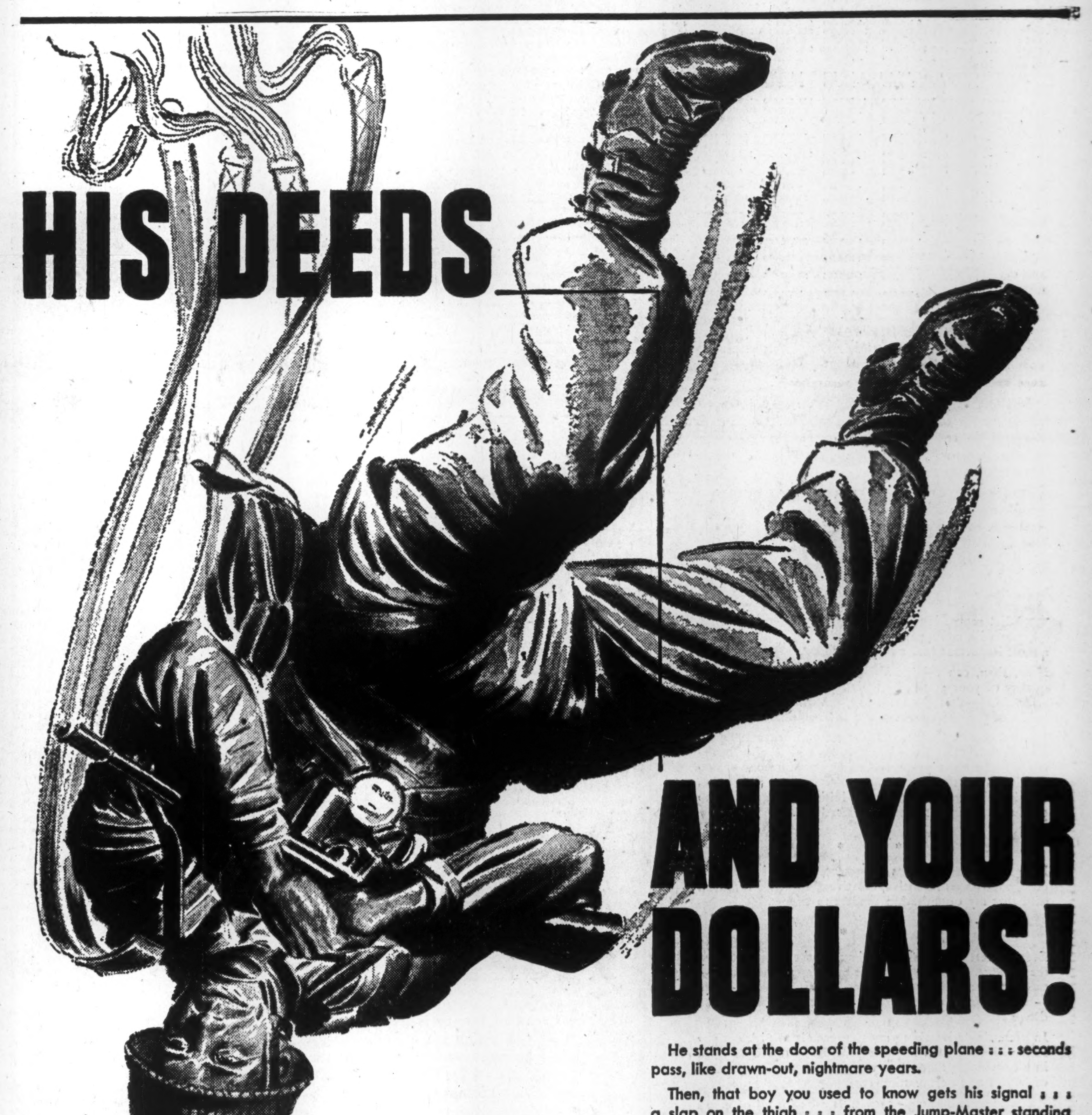
The Minister of Finance was advised that the line elevator companies did not oppose co-operatives. They merely looked upon the pool elevator companies as another competitor in an industry which was recognized as the most highly competitive of any industry in Canada. All that the line companies asked was that co-operatives, and so-called co-operative organizations or pool elevator companies, should be subjected to the same laws and the same taxation as any other industry in Canada. Freedom from the heavy income and excess profits taxes, now imposed in Canada, which might be granted to a section of any industry meant that the remaining tax-paying section of the industry must eventually succumb to the tax-free element. It was further pointed out that when tax subsidies were granted to certain specified types of co-operatives in 1930 the rate of income taxation on corporations was only 8%. Now the rate of income taxes on corporate profits ranges from a minimum of 40% to 80% on excess profits. This had meant increasing the tax subsidy to co-operatives, during the war, from 8% up to 80%.

Members of the delegation were:

H. E. SELLERS, president, Federal Grain Ltd., and president, Alberta Pacific Grain Co. (1943);
N. L. LEACH, president, Searle Grain Co.;
R. R. EMERSON, vice-president and general manager, National Grain Co.;
A. C. REID, president, Western Grain Co.;
WILLIAM McG. RAIT, president, Pioneer Grain Co.;
C. E. HAYLES, president, Canadian Consolidated Grain Co.;
SENATOR N. M. PATERSON, president, N. M. Paterson & Co.;
W. J. DOWLER, secretary-treasurer, Parrish & Heimbecker Ltd.;
CECIL LAMONT, president, North-West Line Elevators Association.

DON'T HOLD UP THE GAME

POSTER ADVERTISING ASSOCIATION OF CANADA
80 RICHMOND ST. W., TORONTO



He stands at the door of the speeding plane ; ; ; seconds pass, like drawn-out, nightmare years.

Then, that boy you used to know gets his signal ; ; ; a slap on the thigh ; ; ; from the Jump-Master standing beside him.

He leans into space ; ; ; a split-second prayer ; ; ; then he's tumbling head over heels, heels over head ; ; ; he yanks at the cord ; ; ; the opening chute bucks like a broncho ; ; ; and then, down ; ; ; down ; ; ; down!

In any man's language that's a DEED, in capital letters.

Few of us could do it ; ; ; even if we knew the chute would open ; ; ; even if we knew there were no Jerries lurking down there in machine-gun nests.

But our boys do it ; ; ; thousands of them.

Their deeds and our dollars are winning the war ; ; ; and faster than we thought.

Our dollars aren't even "half the battle," but they help.

This time they'll help, please God, to bring home unscathed some boy you used to know.

THIS ADVERTISEMENT SPONSORED BY **H. J. HEINZ COMPANY OF CANADA LTD.** AS A CONTRIBUTION TO CANADA'S WAR EFFORT

IN YOUR OPINION

Canada GHQ United Nations?

The Question: It has been suggested that permanent headquarters of United Nations organization be in Canada. Would you favor, if so, why and where?

W. S. Beaton

Mayor, Sudbury, Ont.

I would suggest Quebec City as that has already proved to be a most suitable meeting place for the United Nations organization. As far as Canada particularly is concerned, a permanent headquarters of a world security league situated in Quebec City, would have a fundamental and far-reaching effect of bringing together French and English-speaking Canadians. We would evolve a Canadian national status devoid of old world hates and antagonism which have been carried forward through centuries.

• • •

Winslow Benson

Solicitor, National Trust Co., Hamilton, Ont.

If it were logical to locate UNO headquarters in Canada then it should be in the Province of Quebec. Canada cannot participate effectively in a world organization for peace unless we win Quebec's loyalty to the principle of collective security. Location of UNO headquarters in Quebec would assure education toward that end.

• • •

J. R. Burnett

Editor, Guardian, Charlottetown, P.E.I.

The diplomatic axis of the world is now midwest instead of mideast as heretofore, making Canada the logical centre for the permanent headquarters of the United Nations organizations. And Quebec is the most suitable and best equipped city for the purpose. Canada is easy of access for eastern and western nations by sea or by air, and everything, including diplomats and officials desiring bilingualism, is to be found where already important international conferences have been held.

• • •

A. G. O. Bahr

Honorary treasurer, Vancouver Branch, Canadian Institute of International Affairs.

Postwar European problems would suggest that permanent headquarters of a United Nations organization should be over there and with the League of Nations headquarters and organization already in Geneva, Switzerland would be the logical location. If the American continent was chosen, Canada would probably be the most suitable country in which to meet and Ottawa or Quebec the best location.

• • •

D. W. Clapperton

Calgary, assistant solicitor, Law Department, Canadian Pacific Railway.

There are many reasons why Canada would be suitable for permanent headquarters. We are on the main round-the-world air route and have convenient global communications. Our racial mixture would form an appropriate background. Canada has never been an aggressor. We have maintained friendly but independent relations with all nations, and as a strong, growing nation we can form a link between big powers and small nations. We should be willing to accept this responsibility as a trustee for the small nations and so promote truly democratic international security and unity. Canada should not push her claims but only accept if there is general desire among United Nations.

On the balance, Winnipeg would be most suitable, although the rare air and glorious scenery of Banff would be a soothing influence for troubled minds.

• • •

J. B. Coyne, K.C.

Of Coyne & Coyne, Winnipeg, and former president, Canadian Institute of International Affairs.

Appropriate headquarters of United Nations organization should be in Canada because:

Of the great part she has taken in the war, the contribution she has made to postwar organization and the unique position she occupies between the United States, Great Britain, and Russia, and in the Western Hemisphere, and among the nations of the British Commonwealth, both in geography and in thought, and her sympathetic understanding of China and France:

Canada has no interest in extending her territory;

Her vital interest in general peace and effective world organization to that end which is the ideal of the United Nations;

She has made a notable contribution to winning the war both in men and material and in supplies to the allies, and equally notable has been her management of domestic affairs, financial and otherwise, including avoidance of inflation by wise and effective controls;

Of her valued and universally recognized contribution to the solution of problems of the postwar period in essential fields of international activities and of world organization to achieve world aspirations.

The place of the headquarters, should, of course, be Winnipeg, which furnishes an internationally minded objective and yet sympathetic atmosphere.

• • •

Senator W. Rupert Davies

Publisher, Whig-Standard, Kingston, Ont.

Establishment of permanent headquarters in Canada is desirable both from international and national viewpoints. Canada is the most central meeting place for the four great powers. The record of the old-world diplomacy is not inspiring; the new world's better record might have profound influence. Canada is a strong link in the chain of Anglo-American relations and location of organization here would also help cement the British Commonwealth of Nations. Ottawa is the most appropriate site. Presence there of the Canadian Government, makes Ottawa the only logical choice.

• • •

T. S. Ewart

Well-known Ottawa lawyer and authority on constitutional law.

I would favor headquarters being in Canada. She is neutral so far as the jealousies, fears and hatreds of Europe are concerned though we have intimate and historical relations with the principal states. The influence would be modifying. My chief reason is a selfish one because of the benefit to Canada and Canadians. It would impress on Canadians the important position of their country internationally as a sovereign state and assist in dispelling the idea, popular among Canadians and others, that she is of a lesser status. It would draw the attention of the people of the world to Canada through the official statesmen and interviews given and through the numerous dispatches by press correspondents. That is, headquarters here would benefit Canada by advertising Canada.

I would suggest some place in Quebec as headquarters because of the more international atmosphere of that province though the French of Canada are North American without any attachment to France other than in culture.

• • •

Dr. F. A. Gaby

Executive vice-president and director, British American Oil Co., Toronto.

I am not so sure that such an organization should be located in Canada. The necessity of atmosphere as it were, has an important influence on the decision of individuals and it might be preferable to have the organization for general business of such a unit located in Canada, and if a neutral country is preferable why not Geneva? However, the executive or management committee should arrange to alternate between Canada, Great Britain and the United States in holding periodic conferences on international matters.

• • •

A. L. Horton

The Observer, Vegreville, Alta.

Any place in the world except in Europe would be better for the centre of a United Nations permanent organization. European diplomacy has bedevilled every honest endeavor for mankind since the dark ages and every European centre is a hotbed of intrigue. There is no place for honest men under European auspices. As witness President Wilson. If a Canadian point were selected, I would suggest Edmonton, which, according to the air maps, is readily accessible from all parts of the world. Also delegates would get lots of first-class fresh prairie air which would do them good.

George R. Inglis

Mayor of Niagara Falls, Ont.

Modern methods of transportation and communication places Canada in the unique position as permanent headquarters of United Nations organization. Centre of civilization has moved westward. Constructive ideas are essential to achievement of true progress which cannot be given in war-torn Europe and Asia because of prejudices, fear and hatred. But the devastated countries will hope for a generous attitude from America.

Niagara Falls, because of its strategic geographic location and close proximity to the United States would make an ideal setting for permanent headquarters and will greatly benefit our relations which have assumed tremendous importance. We have demonstrated to the world how two great nations can live side by side with mutual respect and understanding and this achievement should be the inspiration for a permanent peace.

T. Ashmore Kidd

Former speaker, Ontario legislature, and prominent Conservative, Kingston.

The time is not far distant when the United Nations will have to decide where their permanent headquarters will be located. It is not to be expected that it will be in Great Britain, United States, Russia or China. Canada should press her claims. Canada's contribution in wealth, manpower and industry to

(Continued on page 10)

HOW easy it is to forget some of the obvious items of business such as keeping your insurance in tune with the changing conditions.

Such conversations as the one depicted above are an instance of this . . . costly new machines urgently needed and quickly placed in service on arrival plus other equipment waiting for use in happier times. But a wise and cautious secretary remembered, in spite of the rush, to cover them by insurance and thus protect his employer against possible loss.

All property and equipment which produces profit demands insurance protection which is additional to pure fire insurance. Have you looked into profits insurance and use and occupancy insurance?

In the more personal sphere of insurance you need protection on your car against public liability, property damage, fire and theft. To protect your furs, jewellery, or other personal possessions, you can obtain a "Personal Floater" policy.

And so on all through the gamut of hazards that beset people and material things—there is a type of insurance available through any of our agents to give you protection against financial loss.

THE LONDON & LANCASHIRE INSURANCE CO. LTD

Associate Companies:—
Law Union and Rock Insurance Co. Limited
Mercantile Insurance Company
Quebec Fire Assurance Company
Offices in: Toronto, Vancouver, Winnipeg, Montreal, St. John, Quebec

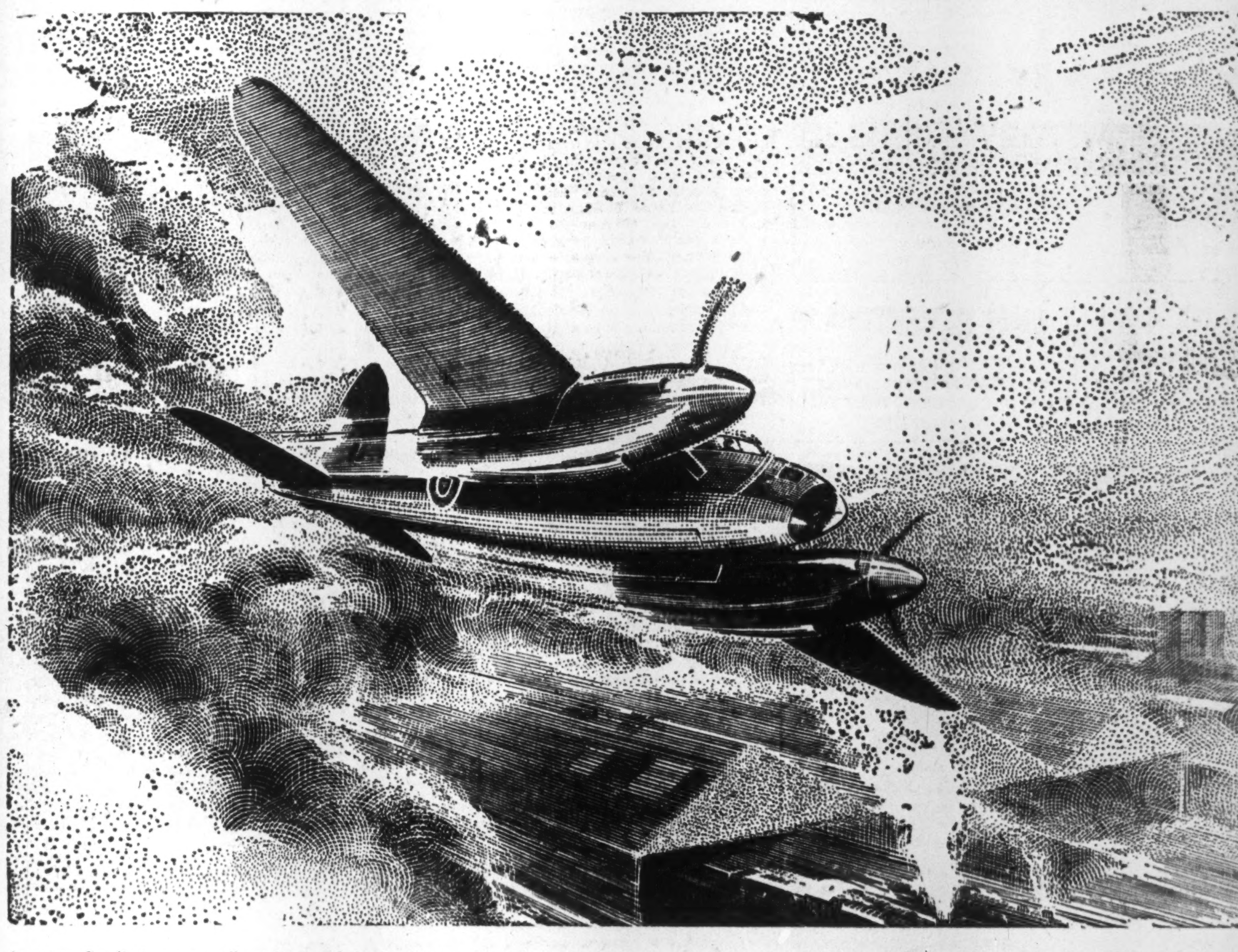
Merchants Fire Insurance Company
Hand-in-Hand Insurance Company
The Queen City Fire Insurance Company
HEAD OFFICES: TORONTO

WT-201

SAVE YOUR DOLLARS!

Buying Bonds is so *easy* a way to do our share, even when it does mean *temporary* self-sacrifice. When we do without that new dress or new suit NOW we are only securing for ourselves a better one when the war is over. Use the money to buy an *extra* Bond this time.

JOHN LABATT LIMITED
London Canada



An outstanding "private venture" production of the British aircraft industry—The de Havilland Mosquito (Rolls-Royce Merlin engines). Most versatile high-speed aircraft in service, equipped for duties ranging from night fighting to long-range heavy bombing, the Mosquito is in quantity manufacture in Britain, Canada and Australia

BOLD ENTERPRISE

The battle honours achieved by British warplanes in every zone of the global war testify to the great and virile industry that stands as a background to the fighting air forces.

Right up to the present day British official policy has entrusted the design of all aircraft and engines to the individual companies of the aircraft industry—a system which has produced, among other rich dividends, bomber fleets carrying bigger unit war loads than any other Service in the world, fighters whose supremacy has remained unchallenged for five years and flying boats which range the oceans.

Most of the more successful warplanes and engines which equip the Empire Air Forces owe even more than their design to private enterprise. The genius of the industry's designers frequently enables them to foresee, more clearly than the official technicians, the future operational requirements of the fighting Services. Thus are created the "private ventures" —aircraft and engines of which both specification and design have been evolved by the manufacturer and developed through his initiative.

When its war task is completed, the British aircraft industry will direct to the pursuit of peaceful objectives the inventive genius, technical skill and adaptability through which air mastery in war has been achieved.

THE BRITISH AIRCRAFT INDUSTRY

ANNOUNCEMENT BY THE SOCIETY OF BRITISH AIRCRAFT CONSTRUCTORS - LONDON - ENGLAND

In Your Opinion

(Continued from page 9)

the cause of freedom, plus her economic and geographic position warrants her claim.

The Pan-American union is an international organization maintained by 21 American republics. Its building is located in Washington overlooking the President's Park, is within a stone's throw of Washington monument and not far from the new Lincoln Memorial and ranks as one of the most beautiful public buildings in the world.

As Washington was chosen for the Pan-American union, Ottawa as Canada's capital should be the location for the United Nations.

* * *

T. H. R.-McNally

Executive vice-president, Toronto Convention and Tourist Association.

The permanent headquarters of the United Nations organization should be placed in a country which has no contentious background of international rivalries. The English language is that most used in world commerce and diplomacy, being employed by some 405 million people, while its nearest competitors, French and Spanish together, are spoken or understood by approximately 195 millions. The new organization should, therefore, be placed in an English-speaking country.

Canada fulfills both these requirements and with the development of the Pacific countries in postwar years is destined to be the geographical centre of the world. In all Canada no city offers as great advantages of location, climate, metropolitan services, language, and availability of suitable site as Toronto; therefore, Toronto, Canada, is the logical and the ideal place.

* * *

Major H. G. L. Strange

Director, Agricultural Research Dept., Searle Grain Co., Winnipeg.

I believe peace or war for the next hundred years will be decided in Europe, not elsewhere. United Nations headquarters, therefore, should be as near as possible to the area of trouble and in a country that has suffered somewhat from the war as a constant reminder of evils of war. I favor London or Paris as the best place meeting these requirements. Accurate information of possible troubles could be found quicker and easier in these centres than anywhere on the North American continent which is too far away and where too much pacifist influence would prevail.

* * *

F. A. E. Hamilton

Judge, Winnipeg Juvenile Court.

I think Canada would be almost a perfect location for permanent headquarters of a United Nations organization. The Pacific countries after the war will have an increasing influence in world affairs. Canada, bordering on the Pacific as well as on the Atlantic, has an ideal geographical location. Her racial background and cosmopolitan population give her an international outlook and understanding which would be of great value. Being one of the smaller countries she would not be regarded with suspicion. Niagara, St. Catharines, or some other place in the Niagara Peninsula, I think, would be the best location in Canada. My second choice would be Victoria, B.C.

* * *

Victor Soucisse

Public relations consultant, Montreal.

Many Canadians will not care much where the headquarters of the United Nations is located unless Canada is given an independent voice in all councils commensurate with its tremendous war effort and its expected contributions toward the peace. Canada is an ideal location for a world league because it has no direct selfish interests to promote. Already chosen as the location for important conferences, Quebec City, as the birthplace of Canada, deserves the honor of being chosen as the "where" for the headquarters.

* * *

G. S. Thorvaldson

President, Income Tax Payers Association, Winnipeg.

By process of elimination Canada is the logical country for United Nations headquarters. We obviously eliminate the Southern Hemisphere, also the Orient. But the failure of Geneva shows clearly that headquarters of future world organization should not be in the very heart of European intrigue and therefore nowhere on the continent of Europe. Objective and unbiased judgment became impossible from Geneva. It would also be impracticable to suggest world headquarters in any of the Big Four, United States, Great Britain, Russia or China. Canada, therefore, the interpreter between the great English-speaking powers becomes the logical choice.

Where in Canada? What other place but Winnipeg, the heart of the North American continent, as well as the most cosmopolitan and internationally minded city in Canada.

* * *

E. J. Tarr

President, Monarch Life Assurance Co., Winnipeg, and hon. president, Canadian Institute of International Affairs.

There would be many advantages in a world organization locating its headquarters outside Europe. The psychological benefits would be world wide since one of the handicaps of the league was that it was looked upon as being European. Headquarters in the U. S. would not be desirable because of the danger of the feeling developing that the U. S. would try to dominate. Canada would be a good location because she is near enough to the U. S. to make probable a continuing feeling of responsibility on the part of the American people. Other advantages would be that Canada is reasonably accessible and is a nation of many racial backgrounds and yet without any special interests in international affairs other than those shared by all progressive, peace-loving nations. Quebec City would seem to be the most desirable site because of its location, its two races and its picturesque blending of the old world with the new.

* * *

R. G. Trotter

Professor of history, Queen's University, Kingston.

To emphasize that the United Nations are not a European but a world organization, permanent headquarters should be outside Europe. To avoid harmful jealousies, it should not be in any wholly English speaking country that is itself a great power and it should not be in any wholly English-speaking country. It should be in a city of moderate size near the world's main lines of communications and travel. Quebec City meets all these conditions, besides offering an exhilarating setting and unusual amenities. Its choice would be advantageous to the Untied Nations and would wholesomely enlarge Canada's international responsibilities.

* * *

Gordon Willet

Honorary secretary, Canadian Club, Saint John, N.B.

I favor permanent headquarters to be in Canada away from European politics, with freer New World surroundings, intermediate position between Britain and United States geographically and culturally and also not in Big Four territory. This would be acceptable to smaller nations and would also enhance Canada's world standing. I would endorse the suggestions of Quebec City because of its seaboard location and close connection with central Canada and United States, having old and new world atmosphere, the society and culture of two races, historic and scenic surroundings. I believe this choice is most likely to satisfy the United States outside our own territory and is less likely to cause Canadian rivalry.

* * *

A. H. Whitman

President, Robin, Jones & Whitman Ltd., Halifax, N.S.

I consider Switzerland more suitable than Canada. Switzerland is much easier of access to 75% or more of the nations concerned. Representatives of South and Central American countries are by air about as near Switzerland at to Canada. Air travel undoubtedly after the war will be the chief method which world diplomats will use, the same as has been the case during the war.

* * *

L. F. Winchell

Vice-president and general manager, Hinde & Dauch Ltd., Toronto.

It would not only be a great honor for Canada to be the home of the permanent headquarters of the United Nationals' organization, but, with air travel becoming the common mode of transportation of the type of men who would most likely be most necessary to the workings of the organization, and with Canada destined to become the hub of world-wide air travel, it seems axiomatic that she should be the choice.

This choice is further justified by the place in world affairs that Canada has, through her war effort, proved herself capable of taking. It would seem to me that our capital city—Ottawa—would be the logical selection within Canada.

CAA PRESIDENT

R. A. Stapells, re-elected president of the Canadian Automobile Association for the 11th consecutive year. Mr. Stapells is vice-president of J. J. Gibbons Ltd., advertising.

New Directors Elected By Sawyer-Massey Ltd.

G. W. Wigle has been elected president and a director of Sawyer-Massey Ltd. H. J. A. Chambers, C. H. Mitchell and Boyd Withers have been elected directors while R. G. Sheppard has been appointed sec.-treas., the company announces. A. O. Thormahlen remains on the board.

"Our Gestetner Duplicator is certainly giving us service beyond our expectations," says People's Credit Jewellers, of Toronto. "We bought this machine in 1936, trading in an earlier model purchased in August, 1929. After 8 years of steady service, it still runs perfectly, and is today turning out Direct Mail pieces, Sales Bulletins and credit Notices — besides our internal Office Forms."

Gestetner renders "Service beyond your Expectations" over even longer periods than this. It is able to do so because of the genuine quality built into every one of our machines. This makes it easier for **present** users to conserve their equipment in Wartime, and is a point for **future** users to remember against the day when Gestetner—"The World's Premier Duplicator" — is again available for general use.

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117 KING ST. W., TORONTO
Branches in all principal cities

THE ONTARIO LOAN AND DEBENTURE CO
LONDON, CANADA
Established 1870
DEPOSITS ACCEPTED 5-YEAR DEBENTURES ISSUED
Deposits and Debentures (31 Dec., 1943), $13,184,162

When children make wishes the sky is the limit . . . and when you dream and plan for their happiness you wish the very best in life for them. No doubt you are saving for the future that such wonderful children deserve, but have you considered the hazards of day-to-day living?

Think! If your home or business premises burnt down, replacement costs might take your life savings . . . your family might have to give up their pleasant way of living for years to come. Do not depend on wishes . . . they are for children. Take advantage of the protection which fire and casualty insurance provides.

DON'T WAIT UNTIL IT IS TOO LATE
CONSULT YOUR AGENT TODAY

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BRANCH OFFICES • WINNIPEG • VANCOUVER

FOR YOUR LIFE INSURANCE CONSULT—
The EXCELSIOR INSURANCE LIFE COMPANY
A STRONG CANADIAN COMPANY

EXPORT CIGARETTES
INVEST IN VICTORY
BUY VICTORY BONDS

Prayer Before Battle

When, 'neath the rumble of the guns,
I lead my men against the Huns;
It's then I feel so all alone and weak
And scared.
And oft I wondered how I dared
Accept the task of leading men.

I wonder, worry, fret and then—I pray:
O God who promised oft
To humble men to lend an ear,
Now in my troubled state of mind
Draw near, O God, draw near,
Draw near.

Make me more willing to obey.
Help me to merit my command.
And if this be my fatal day,
Reach out, O God, Thy helping hand
And lead me down that deep, dark vale.

These men of mine must never know
How much afraid I really am.
Help me to lead them in the fight,
So they will say: "He was a man."

ON THE EVE of battle, Major Alex Campbell of Perth, Ontario, wrote these simple verses—a prayer for a divine gift of courage.

The assault that followed was one of the bitterest in which the Canadians have been engaged—the storming of Leonardo and the heights beyond, during the last days of 1943—an action which resulted in the capture of Ortona on the Adriatic coast.

Soldier son of a soldier father who had been killed in action in France during the first world war, Major Campbell knew the cost of battles won or battles lost, long before he gave the order to advance.

While leading a charge by his men of the Hastings and Prince Edward Regiment, he fell on Christmas day—a gallant soldier and a leader of men.

PUBLISHED IN SUPPORT OF CANADA'S SEVENTH VICTORY LOAN
The McKINNON INDUSTRIES LIMITED
ST. CATHARINES • ONTARIO
SUBSIDIARY OF GENERAL MOTORS CORPORATION

THE FINANCIAL POST

Vol. XXXVIII | 10c a Copy; $5.00 a Year | PUBLICATION OFFICE: TORONTO, NOVEMBER 4, 1944 | Member of Audit Bureau of Circulations | No. 45

U.S. Likes Canadian Bonds

Pay Higher Prices Than We Do For Victory Loans

How American investors now view Canadian bonds is seen in the chart appearing on this page showing the month-end bid price of certain Canadian bonds in New York from Jan., 1939, to the present. The chart shows that the United States investor is now paying more for Canadian bonds payable in New York funds than Canadians are paying for similar issues in Canada payable in Canadian funds. Dominion 4% bonds due 1950/60 are currently selling in New York to yield about 2.21% to 1950. This compares favorably with the current yield of 2.35% on First Victory Loan 3% bonds due 1950/51.

Dominion of Canada 3's of 1962/67 or earlier are currently selling in New York at about 102¾ which represents a substantial premium over the selling price of our 7th Victory Loan at 100. The yield basis on the New York issue is about 2.80% to 1962 as compared with the 3% yield basis offered to Canadians by Canada's 7th Victory Loan.

The U. S. Treasury Sixth War Loan drive which will open on Nov. 20, 1944, offers the American investor 2½% bonds due March 15, 1966/71 and 2% bonds due Dec. 15, 1952/54 at 100. Consequently it may be seen that, as a result of all the above factors, the United States investor values Canadian bonds almost as highly as his own government bonds.

Provincials Also Strong

Similar strength is shown by the provincial bonds and in their case the 1944 prices are considerably higher than the pre-war prices of the early part of 1939.

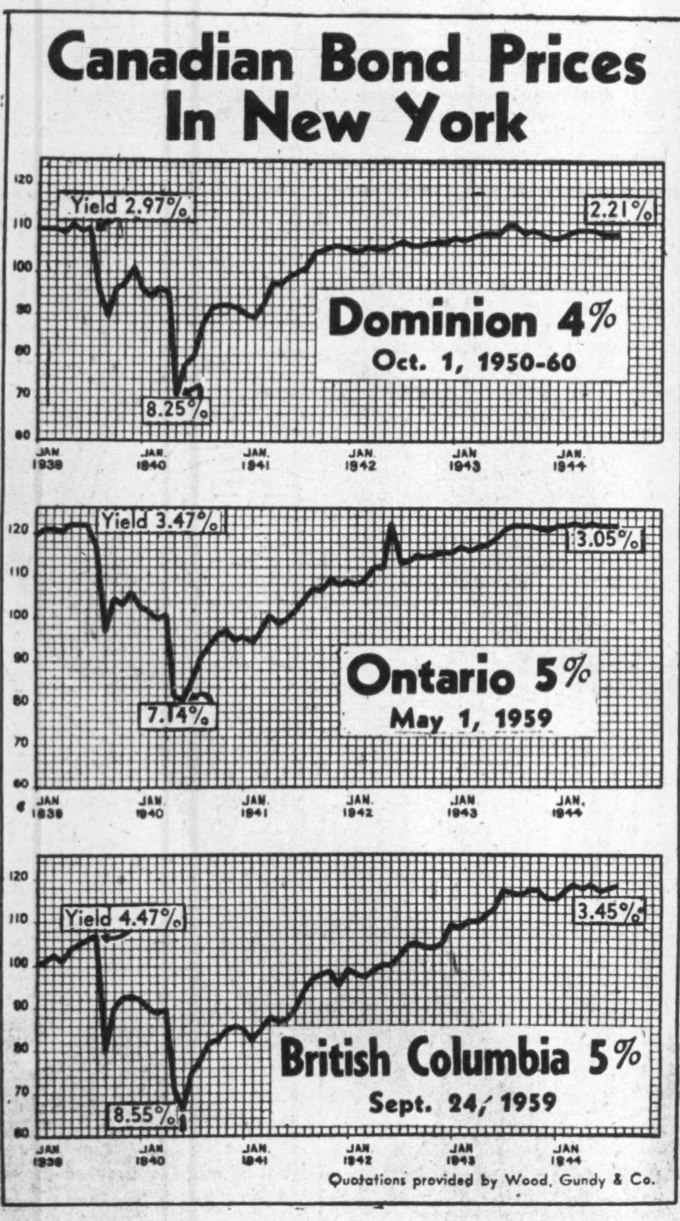
These trends show how favorably the hard-headed American investor regards Dominion of Canada bonds and how confident he is of Canada's future willingness and ability to pay her debts.

The charts also show that this confidence was shaken severely at the start of the war and again in 1940 when as a result of the fall of France the prospects looked pretty black. Dominion of Canada 4% bonds sold as low as an 8.25% yield while 3% bonds of 1967 sold down to a 6.56% basis. Canadian provincial and municipal bonds showed similar drops at this time.

Two main sets of factors affected the security of Canadian bonds from the point of view of the American investor. First was Canada's foreign exchange position and primarily her United States dollar position. The second set of factors revolved around her wartime fiscal policy and record.

The successful solution of this acute exchange problem through the help of the Hyde Park Declaration of April 20, 1941, and other measures played a large part in improving Canada's credit in the United States. The charts show a substantial rise in the price of Canadian bonds about the time of this agreement and they continued to improve thereafter.

Canada's able handling of her governmental finance and of her wage and price control policies is widely and favorably known



Quotations provided by Wood, Gundy & Co.

End of Ban on Imports Brings No Rush of Goods

But Whisky and Lace, Jewellery and Toiletries, Glassware, Games and Magazines Are Coming Over the Border in Near Pre-war Quantity

By STAFF WRITER

OTTAWA — Unofficial estimates place at $1 to $1¼ millions the value of previously-banned goods brought to Canada from the U. S. in the first month since import barriers have been dropped.

Most important items to come across the border are said to be table glassware, glass bottles and jars, whisky, toilet soap, game and card tables and boards, embroideries, lace, netting, fiction, periodicals, jewellery, dressed furs and special items like compacts, vanity cases, toiletries, etc.

Official figures on industrial items of merchandise are not procurable. This is because trade statistics censorship still prevents item-by-item listings until a period of time has elapsed. But Ottawa experts see little of the unusual or unexpected in what has happened since prohibitions under the War Exchange Conservation Act were removed by Mr. Ilsley, as at Aug. 1.

Two factors make the first month's estimates unreliable. For one thing, some imports may be above "normal" due to anxiety on the part of importers to get new or previously banned goods into the country as quickly as possible. On the other hand, a lot of orders placed for August delivery may be delayed until later months. Weighing the two factors it is thought that the August figures are probably on the low side and that original estimates that possibly about $20 millions of goods would be affected by the ban removal still holds.

Imports of many items named above, such as whisky, soap, game boards, embroideries, etc., are said to have been equal to or greater than corresponding months prior to the imposition of the ban in 1940. On the other hand luxury imports of jewellery and furs, while prominent in the August returns are not yet at the same levels as 1940. Such items were all included in the old Part I of the War Exchange Conservation Act as items entirely banned up until August.

In another category (Part II of the Act) the most important influx is in table glassware and glass bottles which entered in considerable volume.

As was expected, imports of passenger automobiles, household electric appliances and similar goods was negligible. Imports of furniture, bathroom fixtures and other similar durable household goods were very small.

Imports of clothing from the United States were also negligible since this type of merchandise is subject to import only under permit by WPTB.

There was a considerable import of fiction periodicals and in the foodstuffs bracket a very large purchase of canned fruit pulp. This pulp had previously been admitted under permit and although the amount imported in August is said to have been very considerable the item is not thought to be of very great significance.

Britnell Board Gets Key Role In Sask. Socialist Planning

From Our Own Correspondent

REGINA — Heart of the Saskatchewan CCF government's planning for socialist and co-operative activities will be its economic planning board, members of which were announced recently by Premier T. C. Douglas.

These members are Prof. George E. Britnell, of the University of Saskatchewan, but who has been with the wartime prices and trade board as economic adviser; and two other University of Saskatchewan men, Prof. Vernon Fowke and Dean F. C. Cronkite.

Much of the board's work will be in connection with the reconstruction department's postwar activities.

The economic board will serve as a kind of co-ordinating agency for the activities of the provincial research bureau, now set up, and four government departments, co-operation, natural resources, reconstruction and agriculture.

That it will have an important voice in determining development of socialist and co-operative economic activities lies in these facts:

The resources dept. controls development of natural resources and power. Under agriculture comes agricultural practices, research and land utilization. Under co-operation comes co-operative industrial development and co-operative investments. And under reconstruction comes reconstruction and rehabilitation, rural electrification, housing and public works programs.

Britnell will act as chairman of the board for one year, while the other two men will act as part-time members. Others may be called on for part-time work, and technical personnel may be taken on as required.

It is planned to enact no legislation to carry out its decisions. Orders-in-council will do this.

CCF Curbs Creditors' Rights

No Longer Need Assent For Debt Revision

From Our Own Correspondent

REGINA—Two government bills—an act to amend the Local Government Board Special Powers Act and an act to establish a department of co-operation and co-operative development—produced stormy debate in the Saskatchewan Legislature last week.

Constitutionality of the bill to amend the Local Government Board Special Powers Act was seriously questioned by A. T. Procter, K.C. (Lib., Moosomin), who with Opposition Leader W. J. Patterson is carrying the main load of the Opposition debate. The bill was passed on Friday.

The new bill gives the Local Government Board power to make a reduction in principal or interest payments of cities, towns and urban school districts in the province without the sanction of those holding debentures. In the past the Local Government Board possessed such powers only in so far as rural local authorities were concerned.

Prior to the amendment the Local Government Board could make no adjustment order affecting creditors of cities, towns and urban schools in the province without first obtaining the consent of bondholders representing 51% of the total debt involved. The amendment wipes out the protection for the creditors, and urban bodies have been placed in the same category as rural local authorities where the Board has had the power to arrange a write-off or reduction.

Both Ultra Vires?

Through the amended legislation the LGB now can compel those holding debentures of every local authority to accept its decisions, imposed as orders for adjustment of principal or interest. The amendment to the Special Powers Act also brought that act into line with the present Temporary Powers Act, under which the Board may act without the permission of the bondholders. The principle that was in force for some municipalities thus was extended to cover all local authorities.

Answering Procter's contention that the bill to amend the LGB (Special Powers) Act was unconstitutional, Attorney General J. W. Corman during second reading argued that if the bill was ultra vires, the act which it would amend was also ultra vires. If Saskatchewan does not have the power to enforce a settlement on the bondholders involved, he failed to see how it had power to enforce a settlement on 49% of the bondholders as was the case under existing legislation.

Procter warned the House that the new bill might be challenged in the courts, maintaining that it forced the bondholders to concur with adjustments.

Less Than Promissory Note

The Liberal spokesman also said that for years municipalities have raised funds by issuing debentures. Usually, he said, they undertook to raise a fixed levy to meet payments of the debentures. But under the new bill, he contended, a municipality might in good faith engage to raise a levy and when the first payment on a debenture fell due it might default without its financial position justifying default. The municipality, he said, could apply to the LGB under the new act, to postpone payment, to reduce the payment or to wipe the payment out.

Procter also attacked the bill because it empowered the LGB to make a finding of fact as to the ability of a municipality to pay. Under the act, he said, the finding of the Board cannot be appealed to the courts or even reviewed by the courts. This, he said, will result in debentures in some respects having less value than a promissory note.

Attorney General Corman said that possible rulings issued by the LGB should not be a matter of concern. He declared that the Board consisted of two members, each appointed by the former Liberal administration, and that its rulings would be fair. "Even if an error was to be made by the Board it might be a welcome change to have an error made in favor of the struggling municipalities and not in favor of the bondholders," he said.

Procter's argument that the new legislation would be detrimental to the credit of all Saskatchewan municipalities was discounted by Corman. The new legislation, he continued, will tend to restore the standing of municipalities now in default, and thus restore the credit of all municipalities in the province.

Can Raise Funds At Home—Fines

From Our Own Correspondent

REGINA — Sale of a domestic bond issue to raise $5 millions for the projected Saskatchewan reconstruction and rehabilitation fund is contemplated by the CCF government. A bill authorizing borrowing up to that sum is now before the Legislature, sponsored by Provincial Treasurer C. M. Fines.

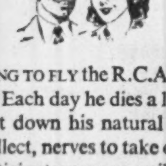
The provincial treasurer said he believed the domestic bond issue—which may be termed Industrial Development Bonds or Rehabilitation Bonds—could be sold within the province.

The fund is being set up to carry out reconstruction projects and governmental industrial development plans.

In the speech from the throne it was announced the government would create the fund for the purpose of financing housing, rural electrification and industrial development.

"The Lucky Stiff"

You see him . . . but you don't understand him . . . He's wings, stripes, uniform, youth, high adventure, glamour to the girls, comic strip hero to the kids. His mother's friends say it's *so nice* that he got a commission! . . . At home on leave he gags about his job, just good clean fun. His family finds him a little aloof, less talkative . . . Sometimes he shows up a year later with a ridiculous rank for his age, a row of ribbons, tired eyes, marked reticence . . . And some people say enviously, "The lucky stiff" . . . Listen—



LEARNING TO FLY the R.C.A.F. way isn't lollipops . . . Each day he dies a little until he learns to put down his natural fear, forces instinct, intellect, nerves to take on hard new habits . . . anticipates every possible accident, conditions himself to danger . . . He grows in grace, confidence, and judgment of distance from the ground. "Precision" begins to be more than a word . . . He breakfasts with a bunkmate who is on his way home by night —in a casket . . . A few short months and some mighty long moments make him a pilot, more afraid of failure than death . . .

Put this down in your book: Wings never come cheap!

In the cockpit, he meets Responsibility . . . charged with a quarter-million dollar plane, six lives besides his own, kid gunners who expect him to be God at times, a hundred items to check before a take-off; maps, air photographs, flight plans, instructions to get right, and remember . . .

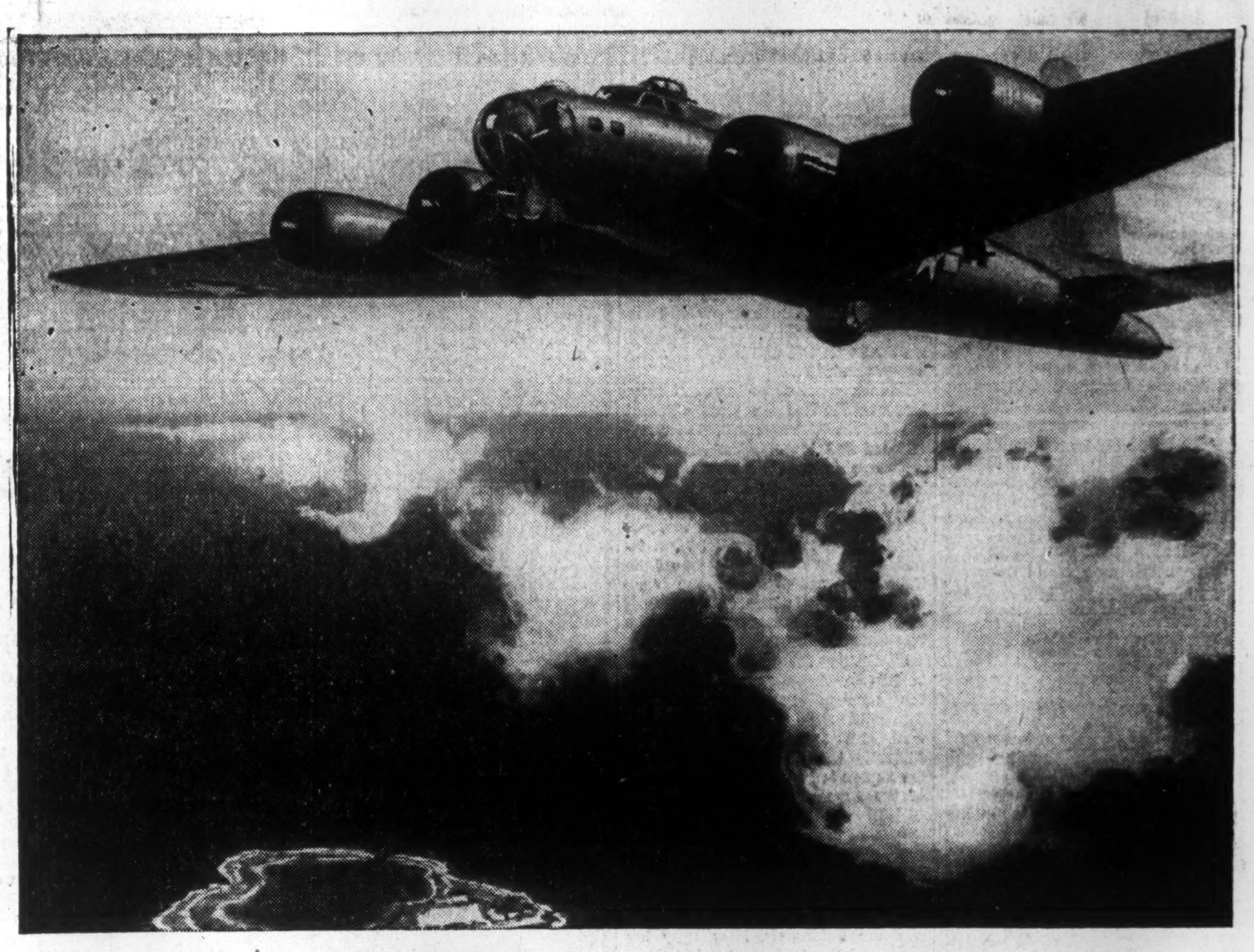
EVENTUALLY he finds himself garbed and goggled and masked like some monster, slow oozing oxygen . . . unnaturally alert, always apprehensive, incredibly lonely . . . up in an eerie world where unearthly light tries his eyes, thin air threatens blue death in minutes, ravenous cold gnaws at his gloved fingers, fantasy tricks his senses . . . Evil black blossoms of flak buffet the sky. Fighters close in out of nowhere streaming destruction. A bomber ahead vanishes suddenly in a golden burst. Another sidles down in a smoke trail, spawning specks of parachutes . . . The target far below is vague and gauzy, hard to certify. The twenty second bombing run seems a lifetime . . .

Sometimes the return trip is just a long toboggan ride; sometimes a long nightmare nagged by fighters, an anxious inching back with the shot-up ship hard to handle, some dead props and dying men, a landing that leaves him limp. Missions end with missing ships, missing men, sleep that comes harder . . . yet he carries on with the cruelest, lousiest job on earth.

FOR WHAT? Flying pay, rank and ribbons don't mean much if you're dead tomorrow. But these men know they have found a job bigger than they are . . . the extermination of maniacs who menace the whole hope and future of all mankind . . . the stoppage of war at its source to save lives, dirty work, matériel and time for the ground forces, speed the finish fight . . . Do you begrudge a bomber crew anything that will make their job easier, more effective?

Be a patriot—buy another Victory Bond! Sounds pretty shoddy, doesn't it? . . . For how much of anybody's money will you match *your* life? Can any amount of Bond sales square one day's losses of bomber crews? Lending money may hurt—but can't kill! Your pledge of a billion would still be small change stacked up with these boys who sign on the dotted line with Death every mission! . . . Any way you figure it, those of us who stay at home, know where we'll be tomorrow—and not the boys in the bombers —are the only "lucky stiffs" in this war. And let's not hold our luck cheap!

This advertisement for the Seventh Victory Loan is sponsored by Jacobs Aircraft Engine Co., Pottstown, Pennsylvania, U. S. A. . . . largest manufacturer of aircraft engines in the medium power class.



"Thanks a million for those fine engines!"

A FLYING Fortress pilot, on the last leg of his training before leaving for overseas, wrote this note to Studebaker:

"Thanks a million for those fine, high-speed Wright Cyclone engines. You keep building them. We'll keep them flying. Wish us good luck."

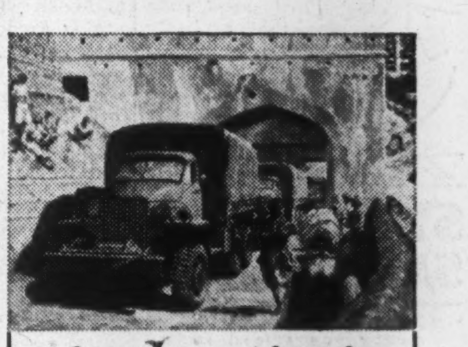
Today, all over the world, the good luck that bomber pilot asked for is smiling more and more on the Allies' armed forces—thanks to their own resourcefulness and valor plus the unremitting thoroughness of the preparations of our Allied general staffs.

With the U. S. government's wholehearted co-operation, the Studebaker organization, for example, has thus far built more than 50,000 Wright Cyclone engines for the Boeing Flying Fortress —more than 150,000 military vehicles consisting of big, multiple-drive Studebaker trucks and the versatile new Weasel personnel and cargo carriers.

But no one at Studebaker forgets for a moment that it's on the battle fronts, not the production fronts, that the war's outcome is decided.

And so Studebaker gratefully salutes the valiant men and women in our country's uniform as those to whom the cause of freedom owes its biggest debt.

The Studebaker Corporation of Canada, Ltd.
Windsor, Ontario



Your war bonds
help pay for Canada's military might
Speed up your bond purchases now. Encourage our men and women in uniform.
HOLD ON TO EVERY BOND!

Studebaker BUILDS WRIGHT CYCLONE ENGINES FOR THE BOEING FLYING FORTRESS

LONDON CALLING — BY ADELPHI

Tories Split Over Land for Homes As Liberals Disagree on the Socialists

LONDON—The Liberal party in Britain is permitting itself a certain amount of excitement.

In a by-election last week, the great Sir William Beveridge was returned as a Liberal MP. The effect on the party is astonishing. The Liberals now say that the hour of revival is at hand and that at the next general election, instead of winning a handful of seats they may actually obtain a majority or at least a dominating tactical position.

The only trouble is that the Liberal party in the House of Commons is divided into two wings. The first is led by Sir Archibald Sinclair and supports the Government. The second group, called Liberal Nationals also supports the Government and is led by Mr. Ernest Brown. Since they both vote for the administration it would seem that a blessed reunion would not be difficult.

Can't Get Together

But in spite of many coy conversations this has proved impossible. The reason is that Sir Archibald Sinclair's Liberals say that if the Socialists formed a government after the next election, they would support such a government. The Liberal Nationals reply that on no account will they support the Socialists but would join the Tories either in the Government or opposition.

On this basis many consider it unlikely that the Liberals will gain as much as they would like to think. The public may not be impressed by the claims of a party which appears unable to settle its own differences.

* * *

Coalition Shaky Too

This week will be a testing period for Churchill's coalition government.

The vexed question of compensation to owners of property where land is required for rehousing has not only caused deep divergence between Socialists and Tories but has also split the Tories on this particular issue.

For their own purpose, the Socialists regard every landlord as either an institution or a bloated capitalist. And Tory right wingers perhaps go too far in assuming that almost every landlord is a widow or man of small means who has made a helpful and patriotic investment and is entitled to fair compensation. The Young Tory group, led by Captain Quinton Hogg and Lord Hinchingbrooke, have taken a halfway position between the Socialists and right-wing Tories.

Tempers are running pretty high and it will take all Churchill's magic to keep the coalition together.

Oddly enough it may depend on what he has to say about Moscow. If news which he brings is encouraging enough he may ask Parliament not to press its domestic difficulties too far.

Thus does the English landlord—capitalist, Duke, institution, widow or little man—wait upon the words of Churchill and the thoughts of Churchill and Stalin.

* * *

Home From Moscow

Churchill is back and once more the nation heaves a sigh of relief. While it admires his courage and purposefulness it feels that he should not take these risks if they can possibly be avoided or if he can send anyone in his place. Nor can we forget that Churchill has had two attacks of pneumonia and that the transition between the cold October climate in Moscow and the soggy dampness of England may well take its toll of his constitution, however strong.

Eden has not come back yet from Moscow. He has the most difficult job in the Government, the portfolio of Foreign Affairs.

Europe is so well worth saving but so difficult to save. The elimination of the invading Germans is too often the signal for internal turmoil. It will right itself, it must right itself, but what a help it would be if Europe could forget the past, abolish its feuds, limit its frontiers and create a United States of the Old World.

Obviously the Polish discussions in Moscow have been ticklish, but the general impression is that Churchill and Stalin got on very well and that Churchill believes sincerely that Stalin's influence for the future is going to be on the side of the angels.

* * *

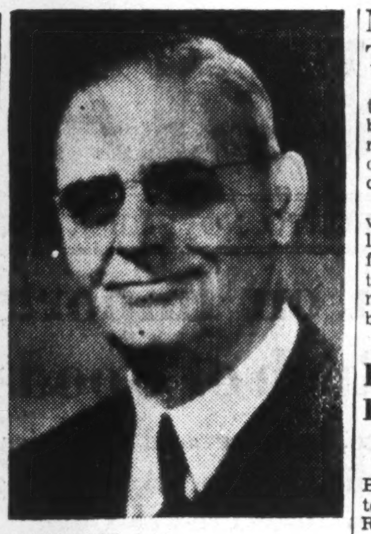
Franco May Be Next

Franco sits on a one-legged stool, which takes a bit of balancing. Once it was a three-legged stool. One leg was Germany, one was Italy, one was the Falangists. Now Italy has gone and the German leg is broken so that leaves the Falangists as one leg and it is a wobbly one. Even men like the Spanish ambassador to London, the Duke of Alba, are urging Franco to resign and bring back the monarchy.

Franco is not unsympathetic to a return of the monarchy, but is in an understandable predicament about himself.

Where can dictators go in wintertime or any other period of the year? It is not so easy for them to take their bow and disappear from the stage. However, it now appears that the Spaniards themselves are going to try to throw him out.

I must say that we shall look upon such an event without any undue perturbation. Our concern is with the brave countries of Europe which fought by our side when it seemed that our cause was one of disaster. Greece, Yugoslavia, Poland, Belgium and Holland are high up in the priority list of our gratitude.



ASSISTANT GM.

T. H. McLaren, who becomes assistant general manager of the James Morrison Brass Manufacturing Co., Toronto, retaining his position as general sales manager in respect to matter of sales policy.

Mines Enable Teck To Retire Debentures

Teck Township, Ont., will be retiring $111,000 in outstanding debentures which are held by certain mines as a result of the acceptance of an offer of the mines by the city council.

The five mines—Lake Shore, Sylvanite, Wright-Hargreaves, Kirkland Lake Gold and Macassa—offered to pay certain water rates totalling $127,550 provided the money was used to retire the debentures held by the mines.

Brown Co.'s RFC Debt Increased $4 Millions

From Our Own Correspondent

MONTREAL—The directors of Brown Co. have voted to accept the terms and conditions of a loan from Reconstruction Finance Corp., which action will result in a total first mortgage debt of slightly less than $6.5 millions owed to the RFC, according to a statement by F. G. Coburn, president of the company.

Of the $4 millions additional borrowing, $2 millions for plant improvement was authorized by the RFC prior to reorganization of Brown Co. in 1941, but has not heretofore been disbursed to Brown Co. The remaining $2 millions also made available for plant improvement is within the limitations fixed by the existing indenture securing the general mortgage bonds.

The directors, it is stated, are proceeding with the completion of plans for application of the new funds to the reconstruction of the company's plants in Berlin, N.H., a program outlined in the last annual statement to stockholders.

Public Utility Earnings

Mexican Light & Power

July:	1944 $	1943 $	Incr. %
Gross earnings ..	1,016,305	1,018,907	*0.3
Op. exp. & depr.	865,248	718,241	20.5
Net earnings	151,057	300,666	*49.8
Seven Months Ended July 31:			
Gross earnings ..	7,067,147	7,078,196	*0.2
Op. exp. & depr.	5,886,997	4,921,293	19.6
Net earnings	1,180,150	2,156,903	*45.4

*Decrease.

The operating results are shown in Canadian dollars at average rates of exchange. Due to a shortage of water, restrictions in the use of electrical energy had to be imposed from Feb. to June, 1944, reducing the gross earnings, and an important steam production was necessary, causing an increase in expenses, the company reports.

Brazilian Traction, Light & Power

Sept:	1944 $	1943 $	Inc. %
Gross earnings ..	5,028,701	4,499,306	11.8
Oper. exp.	2,301,587	2,108,070	9.2
Net earnings*	2,727,114	2,391,236	14.0
Nine Months Ended Sept. 30:			
Gross earnings ..	43,188,668	38,403,201	12.4
Oper. exp.	20,435,582	17,504,865	16.7
Net earnings* ...	22,753,086	20,898,336	8.9

*Before deprec. and amort.

Operating results are converted to dollars at average rates of exchange which are necessarily to some extent arbitrary. Temporary rates for certain of the services continue in effect pending the determination of permanent rates, the company states. Gas rationing, owing to fuel shortage, is now in effect in Rio, Sao Paulo and Santos.

We Manufacture
Envelopes
for every purpose
Barber-Ellis of Canada, Limited
TORONTO - BRANTFORD
BRANCHES FROM COAST TO COAST

To The Travelling Public:
Hotel London
London, Ontario
Rates for Rooms as Follows:—
Single room without bath, $2.75; running water and toilet.
Single room with shower, $3.00.
Single room with bath, $3.50.
Single room with tub and shower combination, $4.00.
Double room without bath, $4.00; running water and toilet.
Double room with bath, $5.00.
Double room with tub and shower combination, $5.50.
Twin bedrooms, with tub and shower combination, $6.00.
Soliciting your appreciated patronage.
H. F. STRUCKETT, Manager

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SUMMER PROPERTIES - COUNTRY ESTATES
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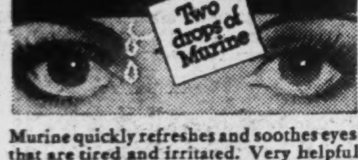
For eyes that Tire under ARTIFICIAL LIGHT


Murine quickly refreshes and soothes eyes that are tired and irritated. Very helpful for those who feel the strain of working under artificial light. Murine was originated by an eye physician. Is a scientific blend of seven ingredients ::: safe ::: gentle ::: and most soothing. Make your eyes feel easy and refreshed. Use Murine.
MURINE For Your EYES
SOOTHES · REFRESHES

The SHAW way TO A BUSINESS CAREER
Position - Salary - Success
Your Future depends on you! Canada, right now, needs trained young men and women to take important and well-paid places in business and government service.
Why don't you plan now to enrol in one of the Special Shaw Courses by Correspondence, enabling you to study at home, from Lessons specially prepared.
Here are a few of the SHAW Courses:
Shorthand, Typewriting, Secretarial, Bookkeeping, Cost Accounting, Banking, General Accountant (C.G.A.), Stationary Engineering, Higher Accounting, Short Story Writing, Chartered Institute of Secretaries (A.C.I.S.)
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SHAW BUSINESS SCHOOLS

SYSTEMATIC SAVING BEST
Determine the amount of money you intend to save, and budget your controllable expenses accordingly. We'll help you: Open a Savings Account with us. Your money will be available at any time it is required. When you subscribe to a war purpose or a government loan, issue your cheque and keep within your budget.
CANADA PERMANENT
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Head Office, 320 Bay St., Toronto
Assets Exceed $61,000,000.

NORTH AMERICAN LIFE
All Profits for Policyholders!
Have you received your free and revised copy of the North American Life Budget Booklet? It gives you examples of budgets for married and unmarried persons, pages for personal memos, etc. Your local office will send you one. Write today.
ESTABLISHED 1881 · SOLID AS THE CONTINENT · A MUTUAL COMPANY
Head Office, Toronto, Ontario

This job must be done
—and only You can do it
The job is the Seventh Victory Loan as it applies to yourself and your employees. The objective is larger than in any previous loan. Already you have probably sensed that many people think the war is won and are inclined to relax their efforts.
As a business man, you realize that it is dangerous to relax until the job is completely cleaned up. Therefore Canada asks you to put more effort than ever before into the job of rousing the enthusiasm of your employees and urging them to buy one more bond than in previous loans. Unless you perform this task with all the drive you can put into it, your group of employees may not reach their objective. And remember—in the Seventh Victory Loan every Canadian must do his utmost.
That is why Canada also asks you to buy Victory Bonds personally, and to arrange for the largest possible purchases by your firm. This time the aim of everyone, employer and employee alike, must be to "buy one more than before".
Invest in Victory
BUY VICTORY BONDS
7-38
NATIONAL WAR FINANCE COMMITTEE

You Asked Us—

The Financial Post will provide subscribers as quickly as possible the answers to specific questions about business, taxation, investments, wartime regulations and other subjects. The Post cannot undertake to make predictions, will not express opinions on matters involving individual business judgment or on conditions or investments outside Canada. All communications should be addressed to Business Enquiry Editor, The Financial Post, 481 University Ave. A four-cent stamp and address label from subscriber's copy of The Financial Post must be enclosed.

INCOME TAX

Farmer's Tax

I have recently bought a farm and intend to make my living from it. To what extent will I be subject to income tax on my farm income?

You will be subject to income tax just the same as any other person and, of course, you will be entitled to the same deductions for dependents. You make a regular income tax return and then attach Farmers T-1 Supplemental form, showing all items of farm income. Farm products consumed in the house should be included. But this is meant to include only regular farm products and does not include the value of such items as may be grown in an ordinary family garden. You are allowed to deduct all expenses for help and their keep including sons and daughters not claimed as dependent children. Other deductible expenses are shown on the Farmers T-1 Supplemental form. If your income is over $5,000 you will be liable to excess profits tax.

Wife Dies

My wife having died about a month ago, how do I stand now as regards income tax? Will I be classed as a married man or single for 1944. I am a doctor and have no dependent children.

You will be classed as a married man for the whole of 1944. After that, unless you marry again you will be classed as a single man. If, however, you maintain a self-contained domestic establishment in which you support a wholly dependent relative, even though it is not a child, you will be granted the status of a married person for income tax.

INVESTMENTS

New Brunswick

What was the funded debt of the Province of New Brunswick as at Oct. 31, 1943, and how much was it reduced during the year? What was the debt in 1935?

The Province of New Brunswick as at Oct. 31, 1943, had outstanding a gross funded debt of $103,962,617, and this represents the reduction of $1,344,456 from the figure for the fiscal year ended Oct. 31, 1942. According to the Canada Year Book, the gross public debt of New Brunswick as at Oct 31, 1935, was $67,862,920.

Stedman Bros.

I would appreciate receiving some information on Stedman Bros., with particular reference to its 6% preferred stock.

Stedman Bros. Ltd. carries on a wholesale and retail smallware business with a warehouse in Toronto and retail stores, either operated or under management contract, throughout Canada. The company handles a wide variety of goods of the type usually handled by stores selling merchandise in the 5c. to $1 price range. Retail outlets are principally through stores operated by the company either directly or on a franchise basis, other customer stores accounting for only about 10% of sales. Retail stores are located chiefly in small towns or villages, the majority in the Province of Ontario, under the name of "Selrite Stores" and "Stedman 5c. to $1 Stores."

The company has no funded debt. Capitalization consists of 6,000 shares of 6% cumulative preferred stock with a par value of $50 and 90,000 shares of no par value common stock.

The 6% cumulative preferred stock has a par value of $50 a share. It is callable at $55 per share, plus accrued dividends, on 30 days' notice. It is also convertible into two shares of common stock at the option of the holder and is quoted at about $58 bid with no stock being offered, while the common stock is quoted $30 to $30.50 with the last sale being at $30 per share.

Earnings per share on the preferred stock were $41.98 in 1943; $52.75 in 1942; $50.59 in 1941; $45.78 in 1940; $56.94 in 1939, and $46.96 in 1938. The annual dividend requirement in the preferred of $3 per share is consequently well covered.

Merchandise for the company's smallwares business was increasingly difficult to obtain in 1943, but acceptable substitutes have been found for most lines, an official of the company stated. In the 1943 annual report S. W. Stedman, chairman of the board, stated that little improvement in the company's business could be expected until the war ended.

Alberta Debt

What was the funded debt of Alberta at Mar. 31, 1943, and at Mar. 31, 1935? What was the total of savings certificates outstanding at Mar. 31, 1943? How much was the debt reduced during 1942?

The total funded debt of the Province of Alberta as at Mar. 31, 1943, according to the public accounts was $155,892,504, and this showed a reduction of $160,866 during the year ended Mar. 31, 1943, from the figure appearing as at Mar. 31, 1942. Savings certificates of the Province of Alberta as at Mar 31, 1943, totalled $3,964,314. As at Mar. 31, 1935, the total funded debt of the Province of Alberta was $146,048,010. These debt figures are before deducting sinking fund—in other words they represent the gross funded debt.

BRUSH PRESIDENT

L. S. Hewes, who has been named president, general manager and a director of the Rubberset Co., Gravenhurst, Ont., brush manufacturers.

STEADFASTNESS

ON THE HOME FRONT

At this critical and decisive stage of the war the Home Front must continue to give our fighting men all the material and moral support they so urgently need.

By investing in Victory Bonds once again, you can do your part in helping to supply the means to a victorious end.

SEE THE JOB THROUGH WITH OUR FIGHTING MEN

Buy VICTORY LOAN BONDS

Invest in Victory

THE ROYAL TRUST COMPANY

PULP AND PAPER THIS WEEK

Wood Cut Depends on Weather

From Our Own Correspondent

MONTREAL—Present indications are encouraging for a good pulpwood cut this coming winter. But any speculation at this time as to actual cut can only be guessing, pulp and paper leaders point out.

Favorable is the fact that Government aid in getting men into the woods has started early, and there is reasonably good prospect of attaining the goal of 60,000 workers.

Sometimes overlooked, however, is the fact that the pulpwood cut is a crop much like a farm crop—and equally dependent on the weather. Knowing how many men may be in the woods is like knowing how much acreage may be sown to wheat, or potatoes, or some other crop. But what the final harvest will be must depend on the weather. In the case of woodcutting, ideal weather is plenty of snow—but not so much as to hamper work and movement. If there is a constant snow cover, transport of wood to the river banks is facilitated. And if there is fairly heavy snow late, and then a thaw, high water will reach up to the wood high on the banks, and get it down to the mills.

• • •

Weather Affects Costs

Last year weather conditions were reasonably good. There was plenty of snow, and thus a big crop of pulpwood. But the final thaw was disappointing and there was not enough rain; much wood was left on the river banks and never reached the mills. If the weather isn't so favorable this year, the cut may be disappointing—and we won't know until spring whether all the wood cut will actually reach the mills. In addition, unfavorable weather raises costs, as it necessitates special cartage arrangements, and the unit cost is high in relation to the total cut.

A factor that has been more important in recent seasons has been lowered efficiency of workers. Last year, the wood cut per man wasn't very high. Manpower shortage and a show of independence by the workers lowered per capita production. The situation is said unlikely to be much improved this year. The factor of efficiency of the worker must be borne particularly in mind as regards help from more than 5,000 war prisoners included among woods workers this year. Past experience has indicated that relatively poor work is to be expected from war prisoners.

• • •

Sweden No Threat

Discussion continues as to probable shipment of Scandinavian newsprint to the United States after the war.

Speaking before the WPB Newspaper Industry Advisory Committee in the United States, Benton Cancell of the Forest Products Bureau, WPB, said that during the first year after cessation of the war in Europe Sweden will be able to send only 100,000 tons of newsprint to the United States as compared with U. S. consumption of three million tons a year. Although Sweden is planning to ship 1 million tons of pulp during the first year after lifting of the blockade, most of this will be for products other than newsprint.

Finland Out of Picture

Sweden is likely to ship supplies to liberated Europe, and thus free North American production for use on this side, but this will be the main net effect on North American supplies.

As regards Finland's supply of forest products, Mr. Cancell reported that as a result of the treaty between Russia and Finland, Russia will get all of Finland's exports for the next six years. Prior to the war Finland supplied 50% of England's requirements. Mr. Cancell said that Russia's postwar exports of forest products will be negligible.

• • •

Predicts Big Demand

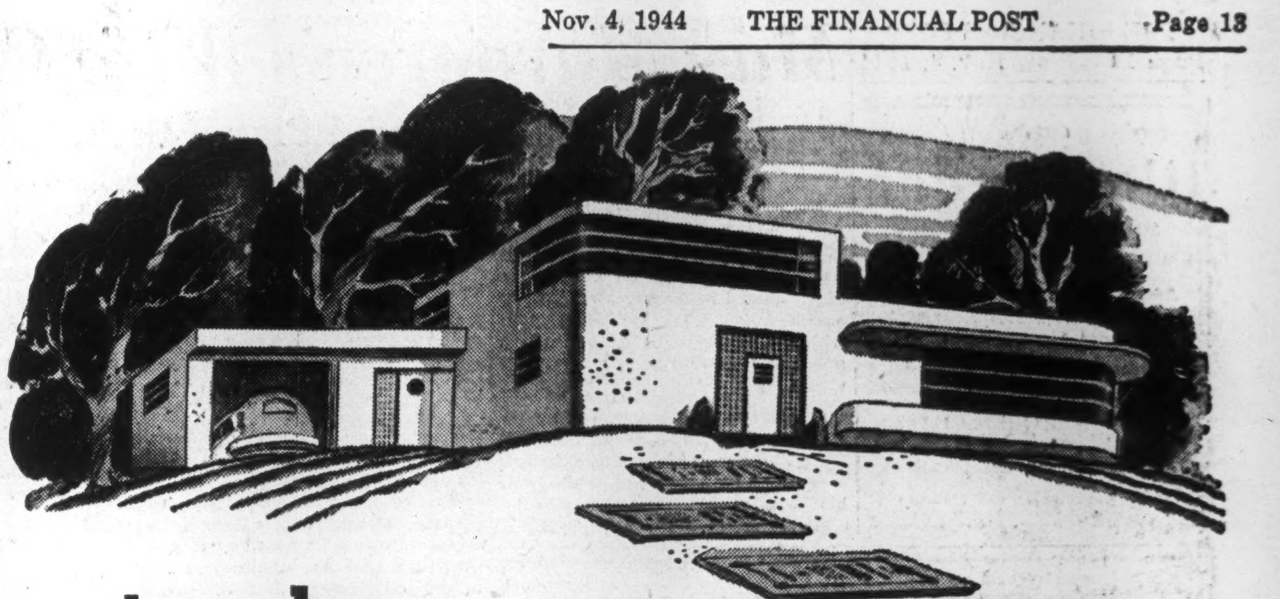
Discussing the postwar outlook, the American Pulp & Paper Association says:

"It seems clear that world demand for paper will be as great proportionately as it was in the last postwar period, soon after the defeat of Germany.

"Demand is made up of 'desire' plus the 'ability to pay.' Contrary to common belief, European and other countries have about three times the current ability to pay in terms of United States dollars that they had at the close of the last war. This country (the U. S.) has been in the war longer, restrictions on consumption have been more effective than during World War I. Thus a tremendous 'deferred demand' has been built up in this country and the whole world."

Regarding prices the association says:

"At present raw material prices are 'out of line' with the paper prices. Pulp and other raw material prices, including pulpwood as the raw material for integrated mills, are higher relative to 1939 than paper prices. The situation should be corrected if a balanced industry position is to be reached and production maintained. It may come through increased prices for paper or decreased raw material prices."



a step closer

TO YOUR POSTWAR HOME

Each Victory Bond you buy in the 7th Victory Loan brings you, in two ways, a step closer to the home you plan for the future. First, you Invest in Victory, which means our boys will reach their goal sooner. Second, each new Bond you buy means a bigger nest egg when you start building.

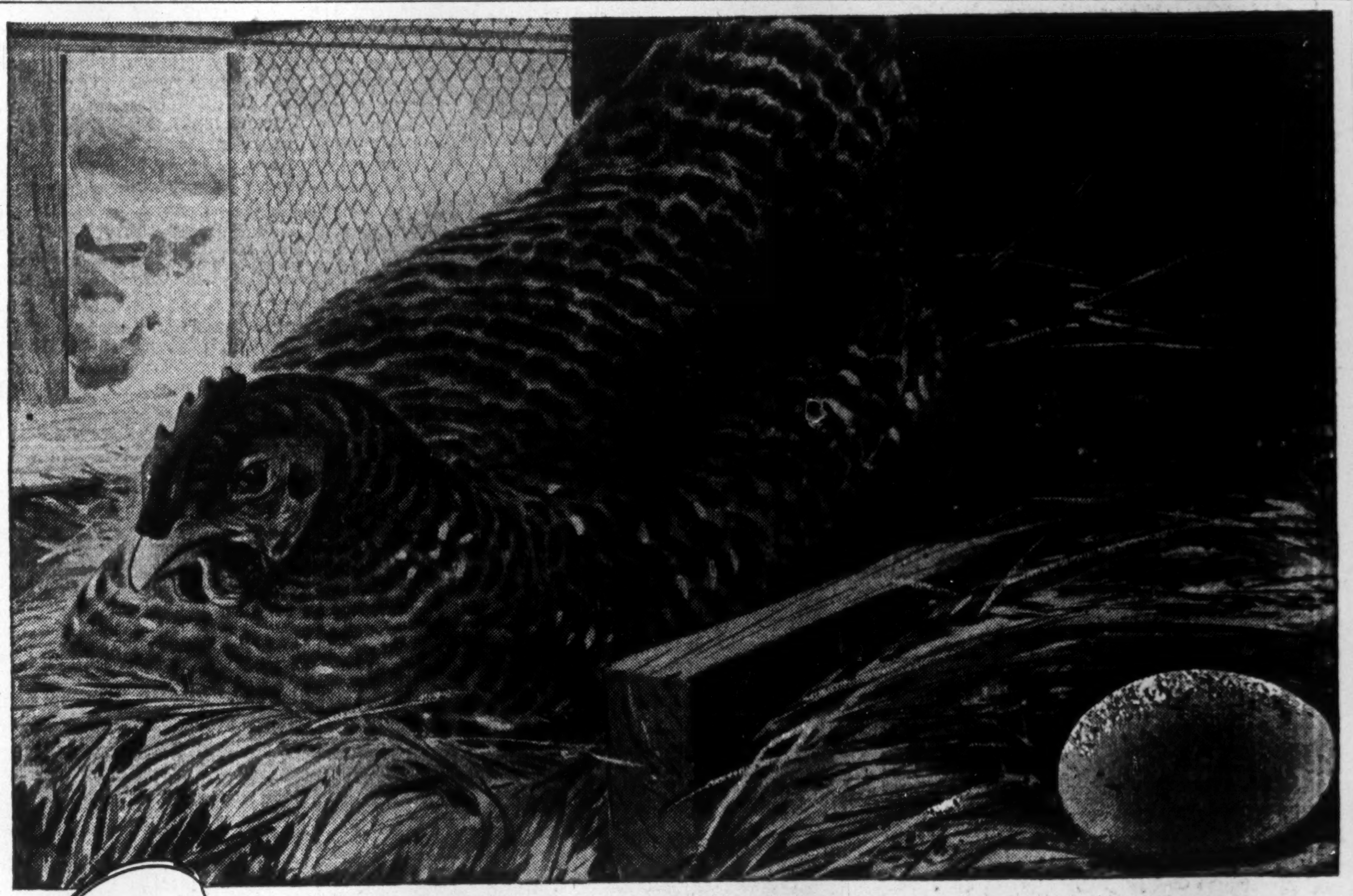
While planning your new home, search for all new conveniences and include MODUFLOW . . . the M-H automatic heating control system of the future. It keeps living rooms at 72°, bedrooms at 65°, nursery at 76°, and garage at 50°. Moduflow also turns fuel waste into savings.

In the meantime, take a step in the right direction . . . Invest in Victory . . . in an early Victory . . . Buy Victory Bonds in the 7th Victory Loan Drive.

Minneapolis-Honeywell Regulator Company Limited, 117 Peter Street, Toronto. Branches Montreal and Calgary.

MINNEAPOLIS Honeywell TEMPERATURE CONTROLS

BUY VICTORY BONDS



A grand product, Madam, but the package . . . tsk! tsk!

WE are aware that the symmetry of your packaged product has made it a favorite theme among artists of the abstract school.

We realize, too, that your package's contents are never touched by human hands—an excellent sales point.

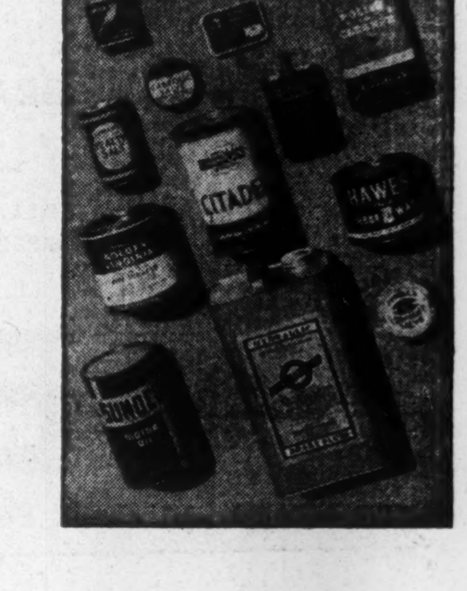
But haven't you forgotten a number of things?

For instance: You will admit that an egg quickly spoils unless it is dehydrated or artificially preserved. And that its thin, brittle shell hardly lends itself to easy shipping, handling or display on retail counters.

As we said before, we hesitate to criticize and we hate to boast. But here at Continental we *have* discovered a lot of things about packaging. Our package designers and research men have worked hand in hand with Canadian firms, developing metal containers that are practical, convenient, sturdy, and a definite aid to sales.

Though now handling vast war jobs, these men are ready to give prompt and careful attention to *your* requirements. Our plants, strategically located at Montreal, St. Laurent, Toronto and New Toronto, and staffed by experienced Canadian workers, are equipped to serve manufacturing and packing concerns from the Rockies to the Maritimes.

Can we help you to get set now for postwar markets? We will be glad to confer with you on any phase of your packaging program. Just write to Continental Can Company of Canada, Limited, Sun Life Building, Montreal.



CONTINENTAL CAN COMPANY OF CANADA LIMITED

PACKAGING HEADQUARTERS FOR CANADA

May Murderer's Wife Collect?

Insurance Men Would Plug a Legal Loophole

By DONALD G. MacLEAN

QUEBEC — Greater protection to the insuring public was the main topic for discussion at the public sessions of the annual conference of provincial insurance superintendents here last week, a conference at which company officials as well as provincial superintendents air their views.

One of the chief issues at the present session was how far "public policy," that principle of British law whereby a man may not profit from his own criminal acts, should be used as grounds for not paying a claim. It is established that in such cases a man may not use the courts to enforce an insurance claim.

The Deckert Case

Most recent case in life insurance is Deckert vs. Prudential of America. In this case Deckert murdered his wife, a preferred beneficiary under two policies on his own life. He was convicted of murder and sentenced to be hanged. While awaiting execution he made a will in favor of his sister, an ordinary beneficiary.

The company resisted payment. Pleading among other defenses that payment would be contrary to public policy and its defense was sustained on the ground of public policy and that an ordinary beneficiary had no right to sue in court. The decision of the trial court was sustained in the court of appeal to which it was taken.

But the public policy principle affects all lines of insurance. For example:

A motorist driving a car over the speed limit or when intoxicated might cause an accident. Though no intentional crime had been committed, the fact that he had broken a law might in certain provinces induce a company to set up that fact as a defense against paying the claim.

There are similar cases where the car is being used in some other illegal way such as bootlegging, smuggling, etc. when the accident happens.

In fire insurance a claim might be invalidated if the building was being used for (say) the storage of stolen goods, in life insurance if the policyholder commits suicide or murder.

Some Provinces Act

In some provinces legislation has been passed eliminating public policy as a defense against paying a claim. Ontario, for example, amended its automobile insurance act this way. The British Columbia insurance act permits an insurer to agree to pay losses due to third party liability even if the loss is due to negligence or the unlawful act of the insured. Alberta has a somewhat similar act restricted to automobile insurance and applying to negligence and violations of municipal by-laws and acts of the Legislature only. All provinces except Quebec have an act making an agreement for the payment of insurance money in the event of suicide legal and enforceable.

In the discussion there was little opposition to excluding public policy as a defense in paying a claim except in cases where a crime was deliberately planned to obtain the insurance money—where a man insures a building and then sets fire to it or—insures his wife and then murders her, for example. It was felt that denying the insurance of a man to his next of kin on grounds of public policy generally penalized innocent people.

Ordinary Beneficiaries

The decision in the Deckert case referred to previously also aroused a feeling that clarification of the position of an ordinary beneficiary of a life insurance policy is necessary.

At the trial the court declared that under the insurance act of Ontario an ordinary beneficiary had no right to sue for recovery of insurance money. In the subsequent appeal there was no discussion of the question.

It was felt in both company and government circles that it was not the intention of either the provincial acts or the insurance contracts to deprive an ordinary beneficiary of the right to sue. The feeling is that, in view of the court decision, the act should be clarified to make this point certain.

What is an Automobile?

An amendment to the uniform automobile insurance act is suggested to define more clearly what is meant by an automobile. Would it refer to a bush tractor or crane truck, not usually used on the highway? It is proposed to draft legislation excluding these from insurance under the uniform act. The owner of such vehicles, it was pointed out, could obtain insurance under the general liability insurance policy.

The suggestion was made that if medical and hospital associations were regarded as insurance they should be brought under the provincial insurance departments. In Quebec they are already under the jurisdiction of the superintendent of insurance. Manitoba has voted against doing so. The superintendents of other provinces are considering the matter.

A resolution passed by the Canadian Bar Association recommending the introduction of a marine insurance act modeled on the British Act of 1906 by provinces having no legislation of their own met no opposition. At present British Columbia, Nova Scotia and New Brunswick are the only provinces having such an act. (See The Financial Post, Sept 16, 1944.) Feeling of the conference generally was that passage of a uniform act in those provinces having no legislation was desirable.

Increase Seen In Life Sales

Total For Nine Months Up Despite Decreases in Aug. and Sept.

Purchases of new ordinary life insurance in Canada and Newfoundland in September at $42.8 millions were down about $6.4 millions from last year. This is the second month in succession the figures have shown a decline.

The recession is attributed in some quarters to increasing belief that end of the war in Europe is in sight. This, it is claimed, has made some people, especially among munition workers, uncertain about their future and unwilling to extend their commitments. The same thing happened in Sept. and Oct., 1943 when there was also considerable talk of peace.

Total sales for the first nine months of 1944 at $463.9 millions compares with $427 millions in the corresponding period of 1943.

The figures released by the Canadian Life Insurance Officers Association are based on the experience of 18 companies representing 86% of the new ordinary life insurance in Canada and Newfoundland and are for new, settled-for, ordinary insurance, exclusive of increases revivals, dividend additions, etc.

Figures for the month and for nine months follow.

Life Insurance Sales

September:	$000
Canada & Nfld.	42,827
British Columbia	3,320
Alberta	2,330
Saskatchewan	1,988
Manitoba	2,375
Ontario	17,965
Quebec	10,608
New Brunswick	1,306
Nova Scotia	1,789
Prince Edward Island	452
Newfoundland	694
Nine Months:	
Canada & Nfld.	463,901
British Columbia	34,392
Alberta	27,278
Saskatchewan	19,112
Manitoba	27,655
Ontario	196,093
Quebec	118,057
New Brunswick	13,256
Nova Scotia	17,759
Prince Edward Island	3,101
Newfoundland	7,198

Dominion Stores Ltd. has declared a dividend of 15c. per share, payable Dec. 20, 1944, to shareholders of record Nov. 24, ex-dividend Nov. 23. This is an increase over the previous rate of 40 cents per annum payable quarterly, which has been maintained since Aug., 1942.

The Wawanesa
Mutual Insurance Company
—ORGANIZED IN 1896—
Admitted Assets... $4,382,095.84
Surplus 2,431,602.73
Dom. Govt. Deposit 2,701,545.19
— Write for Financial Statement —
Head Office, WAWANESA, Man.
Eastern Office: TORONTO, Ont.
Branches at Vancouver, Saskatoon, Winnipeg and Montreal.
2,000 Agents Across Canada.

GROUP INSURANCE
ACCIDENT—SICKNESS—HOSPITALIZATION—SURGICAL
(Benefits for Dependents Can Be Provided)
PLANS DESIGNED TO FIT THE PARTICULAR REQUIREMENTS OF ANY ORGANIZATION
MUTUAL BENEFIT HEALTH and ACCIDENT ASSOCIATION
34 KING ST. E. TORONTO 2, ONTARIO
"THE LARGEST EXCLUSIVE HEALTH AND ACCIDENT COMPANY IN THE WORLD"

The Dominion Life Assurance Company
Since 1889
HEAD OFFICE WATERLOO, ONTARIO
THE COMPANY WITH THE FRIENDLY AGENCIES

Automobile and General Casualty Insurance
Lumbermens Mutual Casualty Company
Agency Inquiries Invited
Fire and Allied Lines Written in Associated Companies
"THE SAFETY-MINDED COMPANY"

Building for your future

GUARD against dependent old age. Protect your family against your unexpected death. You can do both with a New York Life policy. It is a sound foundation upon which to build for your future. As of January 1, 1944, Canadians owned 56,991 New York Life policies for a total insurance exceeding $124,900,000, mainly to provide funds for their later years, or, for their loved ones in event of death.

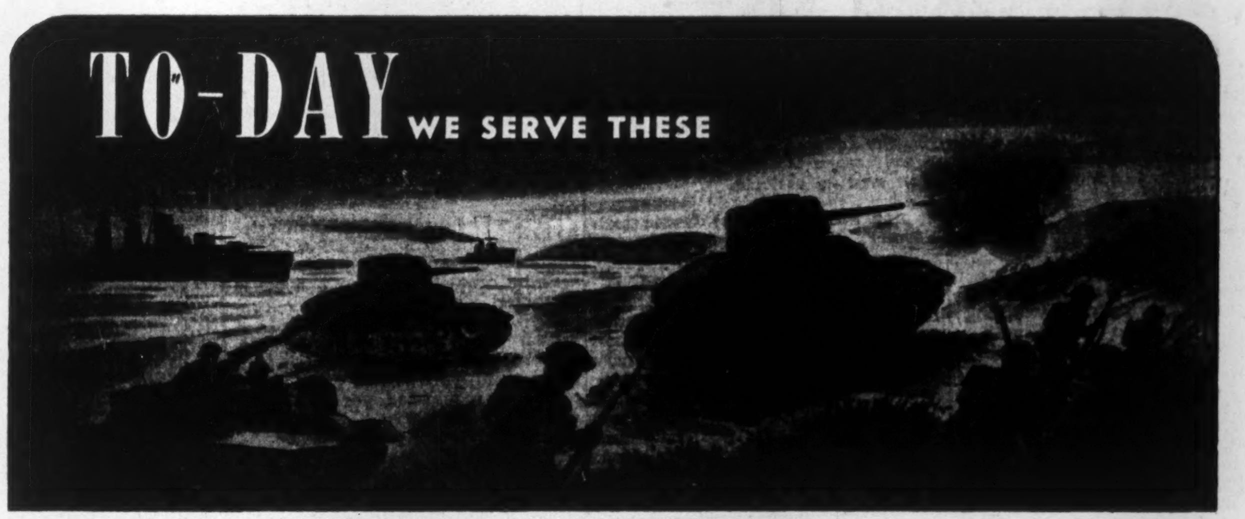
Consider the advantages of having adequate protection in the New York Life, a mutual company since 1845.

NEW YORK LIFE INSURANCE COMPANY
A MUTUAL COMPANY • SERVING CANADIANS SINCE 1868
CANADIAN DEPARTMENT HEADQUARTERS, 320 BAY STREET, TORONTO
Quebec Branch Office: 81 St. Peter Street, Quebec, P.Q.
Montreal Branch Office: Montreal Trust Building, Montreal, P.Q.
Winnipeg Branch Office: Curry Building, 233 Portage Ave., Winnipeg, Man.
British Columbia Branch Office: Vancouver Block, 736 Granville Street, Vancouver, B.C.

"That's my Choice!"

Royal Stetson
A FAMOUS BRAND—A FAMOUS HAT
Royal Stetson at $10.
Also STETSON PREMIER at $8.50 • ROYAL STETSON DELUXE at $12.50 and IMPERIAL STETSON at $15.
STETSON
THE MARK OF THE WORLD'S MOST FAMOUS HAT

TO-DAY WE SERVE THESE



TO-MORROW WE HOPE TO SERVE YOU

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WELLAND CANADA
FORGINGS FROM ¼ OZ. TO 40,000 LBS.
In the Service of the Mines and Industries of Canada
Agriculture
Aircraft
Automotive
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Pulp and Paper
Railways
And, moreover, we produce light and heavy Machinery Forgings for every Industrial use.
For further information please write Canada Foundries & Forgings Limited, Welland, Ontario.

● For many years our heavy and drop forge plants at Welland, Ontario, have been famous for their dependable service to industry—*then came war* and the expansion of our productive facilities and personnel to meet its vital needs in guns, tanks, aircraft, parachutes, ships and equipment for Allied forces.

TOMORROW with the return of peace, we again will be able to devote our expanded production to the job of supplying the country's needs in farm implements, machinery, pulp and paper mills, automotive, railways, mines, heavy machinery and merchant marine fleets.

CANADA FOUNDRIES & FORGINGS
LIMITED • WELLAND, ONT.
MONTREAL • BROCKVILLE • TORONTO • WINNIPEG • VANCOUVER

Something the Hun is Finding Out

"They couldn't stop us on the beaches. They can't hold us long any place now.

"Know why?

"—Well Hitler and his gang are finding out,—they're finding out that it's not just Joe and Brownie and Smitty and the rest of us over here . . . They're finding out you're sending us more and more tanks, guns, planes and ships.

"No bunch of fellows ever had better support or better stuff to fight with. We're really going places now.

"There's still lots to do before we get to Berlin and Tokyo, but we know you won't fail us. We want to get it over,—and then get back home."

For their sakes and your own
INVEST IN VICTORY
THE LONDON LIFE INSURANCE COMPANY

Lower Interest Rates Problem for Bankers

Survey of Postwar Outlook Indicates Wider Opportunities in Loan Field—Service Charges Likely to Continue Important Source

Although bankers are reticent about making forecasts of what banking will be like in the postwar era, some of them see certain developments of the war period which may affect bank operations in the future materially.

One of the most important of these is the lower interest rate which in some quarters is believed here to stay. Almost a year ago Graham Towers, governor of the Bank of Canada, indicated the intention of the financial authorities of the country to maintain interest rates at existing levels. Easy money is considered essential by many and lower money rates may tie in with postwar international plans.

Maximum Rate

At the revision of the Bank Act this summer, the maximum rate of interest chargeable by a bank was set at 6% instead of the previous 7%. The change in the maximum, it is said, makes little difference to the banks as the total amount of loans made at that rate was relatively small. But it is pointed out it does set a lower maximum and indicates the trend.

For the banks, the level of interest rates is vital to earnings. But it's also important from the point of expenses—low rates on loans mean low rates on deposits.

Wider Channels

But if interest rates are likely to continue on a lower level, the avenues of earnings for the banks are wider because of changes in the Bank Act. These allow the banks:

To lend money to farmers for the purchase of electric equipment or installation of a farm electric system or purchase of implements on the security of the same.

To make loans for farm improvement on the security of their farm. In other words to take a mortgage as security.

So far there is no estimate available as to what either of these new provisions in the Bank Act mean in the way of profits. But opinions expressed in some quarters indicate it may be substantial when electric equipment becomes available in larger quantities and costs of improvements will be lower.

Bank services as a source of revenue are expected to become a more important source of revenue. No return is expected to the days when an individual depositor could issue cheques on his private account without limit and without cost. On the other hand, some of the older men regard free bank service as a means of building goodwill.

BANK VICE-PRES.

H. D. Burns, who has been elected a director and vice-president of the Bank of Nova Scotia.

Bank of Mtl. Names J. A. Humbird Director

From Our Own Correspondent

MONTREAL—John A. Humbird of Chemainus, B.C., prominent Pacific Coast lumberman, has been appointed a director of the Bank of Montreal.

Born in Hudson, Wisconsin, Mr. Humbird became a naturalized British subject some years ago. He is president of Seaboard Lumber Sales Co., Ltd., and a director of the British Columbia Lumber & Shingle Manufacturing Association. For a number of years, until the business was sold recently, Mr. Humbird was vice-president and managing director of the Victoria Lumber & Manufacturing Co., Ltd. He represented the third generation of his family to be connected with the large Victoria Lumber enterprise.

During the last war Mr. Humbird served in the United States Army, and won the U. S. Distinguished Service Cross, the French Croix de Guerre and other decorations.

Staff Changes

The Bank of Montreal announces the following staff changes:

WILLIAM STEWART, to be manager at Brantford, succeeding A. S. MAXWELL.

C. A. HIBBARD, manager, Grand Falls, to be inspector with headquarters at head office.

C. T. AULPH, assistant manager, Winnipeg, to be assistant superintendent, Ontario district, with headquarters in Toronto.

J. R. GERVAIS, accountant, Sorel, to be manager, Grand Falls, N.B.

G. D. LITTLE inspector at head office, to be assistant manager, Winnipeg.

The Bank of Nova Scotia announces the following staff changes:

W. H. BYERS, to be manager, Calgary.

A. GATH, to be accountant, Queen & Church, Toronto.

C. L. DREW, to be accountant, Fredericton, N.B.

G. L. WHITE, to be accountant, Bank & Fourth, Ottawa.

J. H. FRASER, to be accountant, Ottawa South.

F. L. GALVIN, to be manager, Powassan, Ont.

The Royal Bank of Canada announces the following staff changes:

J. R. HARRIS, assistant manager, Toronto, to be an inspector at head office, Montreal.

L. J. VOKES to be assistant manager, Toronto.

C. G. BOTHAM, accountant, Yorkton, Sask., to be manager, Climax, Sask.

J. J. DOREY to be manager, Abbey, Sask.

J. J. HAND, accountant, Shaunavon, to be manager, Luseland, Sask.

C. J. HOLDER, accountant's department, Halifax, to be manager, Port Hood, N.S.

J. A. MacDONALD, accountant, Peterborough, Ont., to be manager, Mulgrave, N.S.

H. G. MacDONALD, manager, Mulgrave, N.S., to be manager, Whitney Pier, Sydney, N.S.

C. W. MARSHALL to be manager, Sherbrooke, N.S.

C. J. DARLING, Whitney Pier, Sydney, N.S., and H. G. SIMPSON, Woodbine and Danforth, Toronto, retire on pension.

BANK OF CANADA

Assets Higher Deposits Rise

Total assets of the Bank of Canada show an increase of $6.4 millions to $1.5 billions in the statement for the week ended Oct. 25. Holdings of sterling were up $8 millions, and investments about $450,000. Miscellaneous assets were down almost $3 millions.

On the liability side, note circulation continued upward rising $3.5 millions, while deposits rose $5.4 millions and miscellaneous liabilities were down $2.4 millions.

Comparative figures follow:

	Oct. 25 1944 $	Oct. 18 1944 $
Liabilities		
Capital paid-up .	5,000,000	5,000,000
Notes in circ.	1,006,252,939	1,002,778,476
Rest fund	8,041,601	8,041,601
Deposits: Dom. ..	54,969,472	31,484,721
Chartered bks.	413,270,446	429,231,728
Other	30,814,598	32,934,991
Total deposits ...	499,054,511	493,651,440
All other liabs. ..	23,567,559	25,990,775
Total assets	1,541,916,610	1,535,462,292
Assets		
In Sterl. & U. S.	64,969,464	56,169,464
Subsid. coin	464,257	417,273
Investments:		
Dom. gov. sh. .	841,096,837	840,686,179
Oth. Dom. gov.	611,652,934	611,610,757
Oth. securities	10,000,000	10,000,000
Total invest.	1,462,749,771	1,462,296,936
Premises	1,974,162	1,973,968
All other assets ..	11,758,956	14,604,651
Total assets	1,541,916,610	1,535,462,292

7½% Gain Shown In Bank Debits

All Economic Areas Other Than B. C. Have Sept. Increases

Canadians in September cashed at the chartered banks cheques with a total value of $4.8 billions, $334 millions or 7.4% more than that month last year. Increases were shown in all economic areas except British Columbia. Factors in the rise appeared to be mainly active business and higher prices, as in previous months.

Increases by economic areas were: Maritimes 2.8%; Quebec 13.8%; Ontario 1.6% and the Prairies 19.6%. British Columbia declined 5.5%. due reportedly to a decline in lumber exports.

For the first nine months of 1944, total cheques cashed or bank debits were over $44 billions, an increase of 14.7%, increases being shown in all five economic areas as follows: Maritimes 4.9%; Quebec 14%; Ontario 8.9%; the Prairies 33% and British Columbia 16.2%.

Figures for the month with comparisons follow:

Debits to Individual Accounts (Millions of $)

	Sept. 1944	Aug. 1944	Sept. 1943
Maritimes:			
Halifax	51.9	50.9	53.5
Moncton	19.2	18.0	17.3
Saint John	27.1	28.9	24.7
Total	98.2	97.8	95.5
Quebec:			
Montreal	1,199.8	1,147.2	1,052.0
Quebec	124.4	129.7	111.8
Sherbrooke	12.2	11.9	10.8
Total	1,336.4	1,228.8	1,174.6
Ontario:			
Brantford	18.9	18.3	18.0
Chatham	10.0	10.9	12.3
Fort William ...	12.9	22.6	10.4
Hamilton	106.7	100.6	92.9
Kingston	12.9	12.8	11.8
Kitchener	21.2	20.1	20.3
London	51.1	43.6	46.0
Ottawa	724.9	523.5	758.6
Peterborough ..	11.7	11.3	11.8
St. Catharines ..	18.9	17.1	21.4
Sarnia	13.3	15.7	14.2
Sudbury	9.3	9.2	8.8
Toronto	1,103.2	1,052.7	1,055.7
Windsor	78.0	78.9	76.8
Total	2,193.0	1,937.3	2,159.0
Prairies:			
Brandon	7.3	6.9	6.5
Calgary	108.6	118.2	106.8
Edmonton	81.3	89.8	82.5
Lethbridge	9.5	9.0	7.8
Medicine Hat ..	6.4	5.1	5.0
Moose Jaw	15.5	15.2	9.8
Prince Albert ..	6.7	6.5	4.9
Regina	100.1	79.9	59.6
Saskatoon	20.2	21.0	17.0
Winnipeg	565.2	559.3	470.0
Total	920.8	910.9	769.9
British Columbia:			
N. Westminster.	14.1	14.8	13.5
Vancouver	216.2	242.4	231.6
Victoria	39.9	39.7	40.9
Total	270.2	296.9	286.0
Total Canada ...	4,818.6	4,531.7	4,485.0

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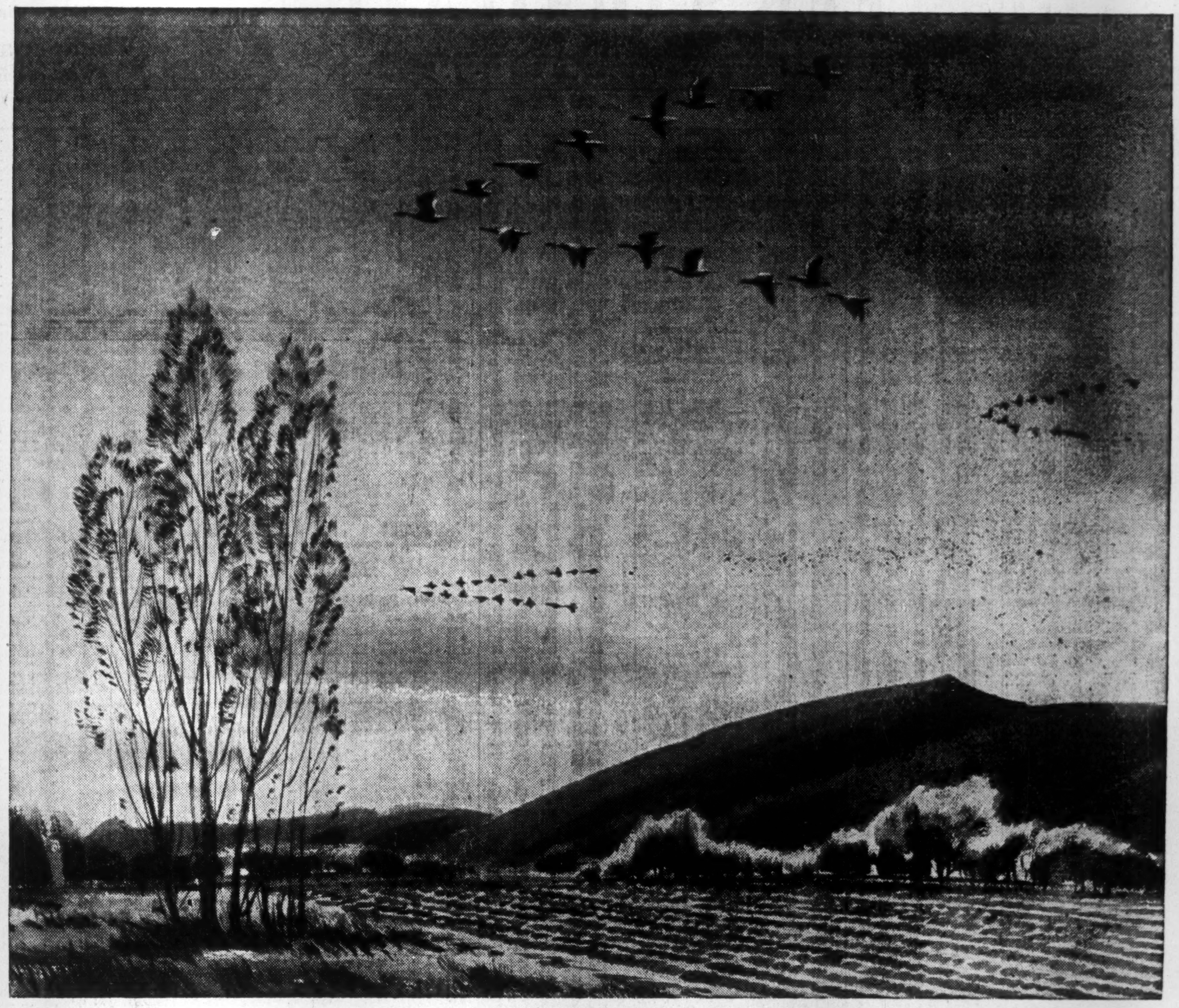

Men who think of tomorrow
Invest in Victory *today!*

ONE day the whistles will blow, sirens shriek and bells will ring. It will be a day of rejoicing and a day of thanksgiving. We will have won our war.

Yes, we will win this war. We know that now. But the enemy has not yet surrendered nor has the fighting ceased. Canada's sons must continue to wage war on battlefields the world over. Here at home we, too, must carry on: building the ships and planes, making the guns and shells, producing the food on which our fighting men depend. And, we must continue to help pay for all these things through our purchase of Victory Bonds.

When V day dawns, when our boys come home, we all want to be able to hold our heads high—be able to say, *"I did all I could."*

Are you buying *all* the Victory Bonds you can? When we lend our money today we hasten tomorrow's victory.

Men who think of tomorrow invest in victory today!

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. . . are keen workers doing a good job for their boss. And the same goes for all the others in the plant. As for the boss — he appreciates their loyalty — and he deserves it. Long ago, he realized the value of encouraging good staff relations and when his friend and neighbour, the Sun Life Agent, told him how the Sun Life of Canada protects nearly half a million employees in workshops, industrial plants and business organizations throughout North America with a comprehensive plan of Group Life assurance, he wanted to know more. Yes, he saw in this low-cost plan a real, practical and longsighted means of maintaining good labour relations while giving protection to the families of those who served him so well.

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SUN LIFE OF CANADA

ESTABLISHED 1865

BRANCH OFFICE AND AGENCY SERVICE THROUGHOUT THE NORTH AMERICAN CONTINENT

THE WEEK'S QUOTATIONS

Quotations here listed are the official stock exchange prices for listed stocks, including curb market quotations. For unlisted stocks, quotations by unlisted dealers are given. The Financial Post cannot accept any responsibility for these quotations.

Montreal and Toronto

Week ending Monday close

Winnipeg and Vancouver

Week ending Saturday close

WEEK ENDING OCTOBER 30

Range 1944 High	Low	Div R'te $	Oct30 Y'ld %		Sales	Last Oct. 23	Week end. Oct. 30 H	L	Cl'se
5¾	2½	.	...	Abitibi	3225	3¾	3¾	3	3¼
51	27	.	...	Do. pref. 6%	3875	47½	49½	47½	48½
115	58	.	...	Do. pref. 7%	75	110	115	109	112
11½	5¾	.	...	Acme Glove	175	9	9½	9	9
91	74½	6½	7.2	Do. pref.	125	90	91	90	90
13	9	.	...	Algoma Steel	896	11¾	12	11½	12
98	89	5	5.1	Do. pref.	110	97	97	96	97

Range 1944 High	Low	Div R'te $	Oct30 Y'ld %		Sales	Last Oct. 23	Week end. Oct. 30 H	L	Cl'se
11½	8	.	...	Easy Washing	25	38½	38	38	38
38½	29	.	...	Economic Inv.	250	13½	12½	12	12
14½	8	.	...	Electrolux	10	20	19½	19½	19½
22½	19½	.	...	English Electric	5	9½	8½	8½	8½
10	6		...	Equitable Life	60	2½	2	2	2
3½	2	.	...	Fairchild Air.	2	25	24	24	24
28	23½	†1.50	..	Fam. Players	195	37	37	36¾	36¾
39	28½	1.50+.25		Fanny Farmer	300	2¾	2¾	2¾	2¾

Range 1944 High	Low	Div R'te $	Oct30 Y'ld %		Sales	Last Oct. 23	Week end. Oct. 30 H	L	Cl'se
65	45½	3	4.8	St. Law. Pap. p	347	62	62	58	62
30½	19	.	...	Stand. Chem.	50	30	30½	30½	30½
9½	4	.	...	Stand. Clay	18	9½	9½	9½	9½
5	2½	.	...	St. Pav. & Mat.	730	3¾	3¾	3½	3½
75	62	3	4.4	Steel of Canada	182	68	68½	67½	67¾
77	69	3	4	Do. pref.	61	74½	75	73	75
4½	3½	.	...	Sterling Coal	10	4	4½	4½	4½
40	27½	1	2.5	Sup. Pete. Ord.	505	40	40	40	40
17	15	.	...	Tamblyn	420	16½	16	15½	15½

Mining Stocks

Week Ending Oct. 30

Oil Stocks

* Yield including bonus to date. † Paid in 1943. * Paid or payable in 1944

Volume of Stock Sales

	Montreal	Toronto	Vancouver
	Total Volume		
Oct. 31	29,300	437,000	......
Oct. 30	16,300	320,000	......
Oct. 28	13,900	244,000	......
Oct. 27	26,300	515,000	55,074
Oct. 26	23,100	536,000	41,066
Oct. 25	25,900	470,000	19,840

STOCKS NOT TRADED THIS WEEK

Mining Stocks

Oil Stocks

† Paid in 1943. * Paid or payable in 1944 to date.

Supplementary Bond Quotations

Supplied by Playfair, McDonnell & Co., Toronto

Month-end Closing Prices October 30, 1944

Corporation Bonds

(Supplied by Investment Dealers' Association of Canada)

October 31, 1944

Public Utility Issues:	Int. Rate %	Due	Bid	Ask.	Prev. Week Bid
▲Alg. Cen. H.B.R.	5	'59	56½	59½	56
†Assoc. Tel. & T.	5½	'55	109	111	108
B. C. Power	4½	'60	102½	104½	102½
B. C. Tel.	4½	'61	107½	109½	107½
†Calgary Pwr.	5	'60	114	116	113½
Do.	5	'64	105	..	105
†Can. Nor. Pwr.	5	'53	112	114	111½
Gatineau Pwr.	5	'49	101	..	101
*Do., A	3¾	'69	111½	113½	111
♦Do., B	3¾	'69	103½	105½	103
Gt. Lakes Pwr.	4½	'56	102	104½	102
Do.	5	'57	102	104½	102
*Int. Hydro-El.	6	'44	79½	82½	79½
L. St. Law. Pwr.	5	'55	101	103	101
Macl'n-Que. Pr.	4	'59	102½	105	102
Mtl. L. H. & Pr.	3½	'56	100½	102½	100½
Do.	3½	'73	99½	101½	99½
Do.	3½	'63	99½	101½	99½
†Mtl. Tramways	5	'51	104	106	104
†Do.	5	'55	98½	101	98
Nat. Lt. & Pwr.	4½	'61	98	101	100
N. S. Lt. Pr.	4	'57	103	105	103
Ott. L. H. & P.	4	'57	102	104	102
Ottawa V. Pwr.	5	'59	102½	104½	102½
†Power Corp.	4½	'59	110½	112½	109½
Quebec Pwr.	4	'62	102½	104½	102½
*Sag. P. "A" a	4½	'66	115½	117½	115½
♦Do., B	4½	'66	107½	109½	107
St. Maurice Pr.	4½	'70	104½	106½	104½
Shaw. W. & Pr.	4	'61	103½	106	103½
†Do.	4½	'70	114	116	114
Do.	4	'69	104	106½	104
Union Gas	4½	'50	101½	103½	101½
*Twin C. R. Tr.	5½	'52	111½	..	111½
†United Secs.	3	'52	94	97	94
†Wpg. El. ser. A	5	'65	99	101½	98½
Do. B	5	'65	97	100	97
Industrial and Realty Issues:					
†Abitibi P. & P.	5	'53	96	99	95
Do. C.O.D.	5	'53	96	99	95
Acadia Sugar	4½	'55	101½	104½	102
Do.	6	'54	101½	104½	101½
†Alta. Pa. Grain	6	'46	105	107½	105
Algoma Steel	5	'48	102	104½	102
Atlantic Sugar	4	'51	101½	104	101½
†B. C. Pulp & P.	6	'50	100	103	100
‡†Do.	7	'50	99½	102½	99½
*Brown Co.	5	'59	91½	94	91
Burns & Co.	5	'58	95	97½	95
Canada Cement	4½	'51	102½	104½	102½
Can. Electric	4½	'65	100	103	100
Can. Paper	4½	'52	100½	103½	100½
Can. Steamship	5	'57	104	106	104
*Can. Int. Paper	6	'49	113½	115½	113½
‡Can. Locomot	6	'53	106	108½	106½
‡†Candn. Vickers	6	'47	98	101	98
C. P. R.	3½	'51	103½	105½	104
Do.	4	'49	105½	107½	105½
†Consol. Paper	5½	'61	100½	103	100
Dom. Coal	4½	'52	100½	103½	100½
Dom. Scott Inv.	4	'52	100	103	100
Dom. Stl. & C.	6½	'55	104½	107	104½
Dom. Woollens	5	'64	89½	92½	90
Do.	4	'54	98½	101½	98½
†Donnacona Pap.	4½	'56	100	103	..
*Dryden Pap.	6	'49	106	108½	106
Famous Players	4½	'51	102	104	102
†Federal Grain	6	'49	107½	109½	107
†Fraser Co.	6	'50	113	..	108½
Galt Brass	5	'50	99	102	99
*Great L. Paper	5	'55	107	109	106½
*Gurney Fdry.	5½	'49	100	103	100
†Gypsum Lime	5½	'48	106½	109	106½
Ham. By-Pr. C.	5	'55	102	..	102
Do.	6	'56	102	..	101½
Ham. Cotton	3	'44-'53	99	102	99
Inter-City Bak.	5½	'48	101	103½	101
Indust. Accept.	4	'52	101	104	100½
Ins. Ex. Bldg.	3	'51	63	66	63
*Inter. P. Nfld. (Bowater's P&P)	5	'68	106	109	105½
*Inv. Bond & Sh.	5	'47	70½	73½	70½
†Kingston Elev.	6	'50	107½	109½	107½
Lake St. J. P.	5½	'61	100½	103	100½
Do.	5	'61	91½	94½	91½
Legare	6	'61	99½	102½	99½
Maple L. M.	5½	'58	100½	103	100½
Man. Sugar	5	'60	106	108½	106
Massey-Harris	4½	'54	102½	105	102½
McColl-Fron.	4½	'49	102	104½	102½
McCormicks	4	'52	101½	103½	101½
Do.	4½	'52	101½	103½	101½

Commodities

	Latest week	Previous week	Same week last yr.
Cattle	$10.50	$10.56	$11.01
Hogs	17.30	17.27	16.75
Copper, lb.	*.12	.12	.12
Sugar, raw, lb.	*.0374	.0374	.0374
Coffee, lb.	*.09⅜	.09⅜	.09⅜
Hides	*.15½	.15½	.15½
Weekly Indices			
U. S. Labor	103.8	103.9	102.9
Dow Jones (fut.)	96.22	96.21	84.01
Fisher's	113.5	113.5	111.3
Monthly Indices			
Canada (D.B.S.:			
Retail (July)	119.0	119.0	123.8
W'sale (July)	102.5	102.5	100.1
U. S. (Aug.)	103.9	104.1	103.1
Gr. Brit. (July)	167.1	166.1	164.0

Note—The base of indices is that 1926 equals 100. †Base 1935-39 equals 100. The British index is Board of Trade converted to 1930 base.

Base of price quotations is as follows: Cattle — Sters, good over 1,050 lb., top price, Toronto. Copper - electrilytic. New York. No. 7 coffee, Rio Sugar 96 degrees centrifugal c/f New York.

*Ceiling prices fixed by the office of Price Administration.

Bond Redemptions

Bond Issues—	Rate	Year	Due	Price
Algoma Cent. Tm.	*5%	1959	Nov. 30	125%
Candn. Canners	4%	1951	Nov. 1	102
Mtl. Is. Pwr.	‡5½%	1957	Nov. 1	102
Metropolitan	■5%	1952	Nov. 15	101
Minn. & Ont. Pap	5%	1960	Nov. 1	100
Twin City R. Tr.	5½%	1952	Dec. 1	102
1945				
†Eastern Car	6%	1952	Jan. 1	105
Twin City R. Tr.	5½%	1952	Jan. 15	102
Ruddy Co.	6½%	1948	Jan. 1	101

‡ $100,500 ▲ $236,000 ■ $12,500 * £100,000 † $55,800.

Company Meetings

1944	Company	Place
Oct. 31	McLellan Gold Mines	Toronto
Nov. 6	West. Can. Flour Mills	Toronto
Nov. 13	Consumers' Gas Co.	Toronto
Nov. 16	Ogilvie Flour Mills	Montreal
Nov. 21	Dairy Corp. of Can.	Toronto
Nov. 22	Imperial Bank of Can.	Toronto
Nov. 27	West. Can. Flour Mills	Toronto
Dec. 4	Bank of Montreal	Montreal
Dec. 6	Bank of Nova Scotia	Halifax
Dec. 13	Dominion Bank	Toronto

Corporation Bonds Cont'd

	Int. Rate %	Due	Bid	Ask.	Prev. Week Bid
Mercury Mills	5	'59	99½	102½	99½
Mersey Paper	5	'57	100	103	100
†Do.	6	'49	100	103	100
*M. & O. Paper	5	'60	112½	114½	112½
Moirs Ltd.	6	'53	100½	104	100½
‡Mtrl. Drydocks	6	'48	96	99	96½
Montreal Apts.	4	'54	85	88	85
N.S. Stl. Coal	3½	'63	89	92	89
Price Bros.	5	'57	102½	105	102½
*Prov. Paper	5½	'47	111	113½	111
Reliance Grain	4½	'52	99½	102½	100
†Restigouche Co.	6	'48	111	..	107½
Rolland Paper	4½	'51	101½	103½	101½
Ruddy, E. L.	6½	'48	100	..	100
Silv. Dairies	6	'66	100½	103½	100½
Simpsons, Ltd.	4½	'51	100	102½	100
Smith, Howard	4½	'51	102½	104½	102½
Sterling Coal	6	'45	99½	..	100
United Amuse.	5	'56	102	104½	102
United Corp.	4	'58	99½	102½	99½
*United Gas	5½	'48	110	..	107½
United Gr. Grs.	4½	'58	100½	103½	100½
†Western Grain	5	'63	88	92	88

* Payable in Can. or U. S.
† Payable in Can., U. S. or U. K.
° Payable in U. S.
♦ Payable in Canada only.
‡ Traded without accrued interest.
▲ Payable in Can. or U. K.

Government Bonds

(Supplied by Investment Dealers' Assoc. of Canada)

Oct. 31, 1944

%	Due	Bid	Ask.
Victory Loans:			
3	June 1951	103¾	104 5/6
3	Mar. 1954	102 3/5	103 2/5
3	Nov. 1956	101½	102
3	May 1957	100½	101
3	Jan. 1959	99¾	100½
3	June 1960	99½	100½
Dom. of Canada Bonds			
2	Mar. 1945	100½	100¾
2	Dec. 1946	100¾	101½
4½	Feb. 1946	103¾	104½
2½	Mar. 1948	101 1/5	101 4/5
1¾	May 1946	100 2/5	101
3½	June 1949	102¾	103
3½	Nov. 1951	104½	104¾
4	Oct. 1952	105¾	106½
3½	Feb. 1952	105	105¾
3	Oct. 1952	102¾	103½
3	June 1955	101	101¾
4½	Nov. 1956	105	105¾
4½	Nov. 1957	106¾	107½
3	June 1958	99¾	100¾
4½	Nov. 1958	108¾	109½
4½	Nov. 1959	109¾	110½
3½	June 1966	102½	103
3	Perpetual	96½	97½
Dom. Guarant'd Bonds			
Can. Natl. Railways:			
3	Dec. 1950	101¾	102½
3	Jan. 1959	99½	100½
4½	Sept. 1951	123½	...
4½	Feb. 1956	126½	...
4½	July 1957	127¾	...
3	Feb. 1953	102	103
4¾	June 1955	128½	...
5	Feb. 1954	116¾	118½
5	Oct. 1969	127½	...
5	Feb. 1970	127½	...
Can. Natl. W. Ind. S.S.:			
5	Mar. 1955	128½	...
Grand Trunk Pacific Rly.:			
3	Jan. 1962	110½	112½
Provincial Govt. Bonds			
New Brunswick:			
4	Nov. 1947	111	113
3	Oct. 1951	98½	100½
3½	Aug. 1949	99½	101½
3½	June 1956	100¾	102¾
4½	Apr. 1961	121	123
5	Jan. 1960	125	127
Nova Scotia:			
3	Jan. 1952	99½	101½
3½	June 1956	100¾	102¾
3½	Nov. 1950	102½	104¾
4½	Sept. 1952	116	118
4½	Nov. 1960	123	125
5	Mar. 1960	129	131
Ontario:			
2½	May 1945	100½	101¾
3	Apr. 1948	101½	102¾
3	Nov. 1950	101½	102¾
3½	Nov. 1951	102½	103¾
3½	May 1955	102½	103¾
4	June 1962	122	124
4½	June 1950	109	110½
4½	Jan. 1962	128	131
5	Oct. 1948	109	110½
5	Dec. 1960	135½	138
5½	July 1946	105	106½
Ont. Hydro Commission:			
3	Aug. 1948	101½	102¾
3½	Feb. 1953	102	103½
3½	Apr. 1947	103½	105
Prince Edward Island:			
4	Mar. 1954	103	105
Quebec:			
3	Nov. 1947	100	102
3½	Mar. 1948	100	102
3½	Mar. 1950	101½	103½
4	Nov. 1952	103½	105½
3¾	Feb. 1955	102	104
4½	Aug. 1958	108¾	111½
4½	Jan. 1963	113¾	116½
Alberta:			
5½	Oct. 1955	115½	118
4	Dec. 1954	86½	89½
5	Oct. 1959	90	93
5½	Apr. 1952	90½	93½
6	Mar. 1947	88½	91½
British Columbia:			
4	Dec. 1957	116½	118¾
4½	Jan. 1951	118½	120¾
4½	Oct. 1953	119½	121¾
5	Apr. 1954	123¾	126½
5½	Feb. 1945	100	102
6	Feb. 1947	105¾	108½
Manitoba:			
4	Dec. 1957	110¾	113½
4½	Dec. 1956	115½	118
5	Dec. 1959	120	123
5½	Oct. 1955	115½	118
6	Apr. 1947	104½	107
Saskatchewan:			
4	Sept. 1954	87	90
4	Nov. 1960	86	89
4½	Oct. 1951	101½	104
4½	Mar. 1960	93½	96½
5	Aug. 1956	95½	98½
5½	Oct. 1952	96½	99½
6	Mar. 1952	98½	101½

*Payable N.Y.

Unlisted Stocks

Toronto, Oct. 30, 1944

The following list is a consolidation of quotations provided by several major dealers in the unlisted field. Where these quotations on individual stocks vary, we present the lowest bid and highest ask price appearing on any of the lists.

	Low. Bid	High. Asked
Aikenhead Hardware Co.	75	80
Allens Kingston Units	68.50	..
Allens London Theatre pfd.	53.50	..
Allens St. Catharines units	54	..
Allens Toronto units	36	40
Anglo Can. Telephone (A)	8.75	10
Atlas Steels, com.	31.75	33
Do., 1st pfd.	106.50	110
Beach Foundry, pfd.	68	..
Brinton Peterboro Carpet	59	..
British American Assur.	52.50	..
British Mortgage and Trust	137	145
B. C. Sugar	85	88
B. C. Telephone 1st pf.	112	115
Brockville Trust Co. $50 par	50.50	..
Canada Machinery, com.	7	9
Canada Tea, pfd.	46	..
Canada Paving, 1st pfd.	3	4.50
Canadian Airways	3	..
Can. Co-op. Woolgrowers	8	10
Can. Fairbanks com.	24	..
Can. Indust. A com	160	163
Can. Ingersoll Rand	60	62
Can. Investors Corp.	5.50	6.75
Canadian Motor Lamp, A	8	9.25
Can. West. Lumber, com.	1	1.50
Can. West. Nat. Gas, com.	35	..
Do., pfd.	105.50	108.50
Capital Trust Co., $100 par	40	..
Capital Wire Cloth, com.	5	7.50
Do., pfd.	20	23
Cawthra Apts., units	3.50	5
Chase, A. W., units	23	26.50
Colonial Realty, com.	3.75	5
Colonial Steamships, com.	74	77.50
Commercial Finance, com.	8	9
Commercial Life. 10% pd.	7	9
Confederation Life Assoc.	132	143
Continental Life 20% pd.	30.50	35
Crown Life Ins. 100% paid	280	..
Crown Trust Co.	60	..
Debenture & Securities, pf.	92	..
Detroit International Bridge	13	15
Dom. Can. Gen. Insurance	143	..
Dominion Life Assurance	170	200
Dover Industries Ltd.	8	9
Dunlop Tire, pfd.	25.75	27.50
Eastern Steel Prod., pfd.	21	23
Easy Washing Machine, pfd.	10.25	11.50
Edmonton Stk Yds., units	50	..
Empire Life Ins., 25% pd.	14	17
Excelsior Life Ins., 40% pd.	84	90
Fed. Found. & Steel, new c.	2.75	2.75
Do., old common	..	27.50
Foreign Power Sec., pfd.	7	11.50
Galt Brass, com.	15	18
Goderich Elevator & Trans.	12.50	14
Great Lakes Power, pfd.	114	117
Great-West Life	272	290
Guardian Realty, pfd.	21	25
Guaranty Co. of N. S.	200	..
Guelph and Ont. Svgs. $50	52	55
Gurney Foundry, pfd.	2	3
Hart Battery, com.	6.25	7.50
Highland Dairy, pfd.	55	..
Homewood Sanitarium	90	..
Hudson's Bay, ord.	13.50	..
Imperial Life	275	310
Industrial Mortgage Tr.	27	..
Ingram & Bell, pfd.	93	..
Inter. Utilities, $3.50 pfd.	55	58
Kingston Shipbuilding com.	13	14.50
Lambton Loan & Inv. $50.	43	47
Loblaw Groc. inc.	12.50	14.50
London & West. Trust, $100	46	..
Manufacturers Life Ins.	250	275
Midland Loan & Svgs., $10	14	17
Moirs Limited, pfd.	82	..
Monarch Life Assce., 20%	43	46
Monarch Mtge., units	2	3
Montreal Island Pr., pfd.	38	42
Montreal Trust Co.	66	73
Morrison Brass, pfd.	10.50	14
Morrow Screw, com.	15	19
Do., pfd.	101	105
National Drug & Chem. c.	4	5
National Hosiery, pfd.	2.25	..
Do., com.	1.25	..
National Life Assce., 25%	18.50	..
Neilson, Wm., com.	13	..
Do., pfd.	101	..
New Brunswick Telephone.	12	13
New Meth. Laundry, units	95	..
North Amer. Elev., 1st pfd.	80	..
Northern Ont. Pwr., pfd.	60	70
Ont. Tobacco Plant units	15.50	20
Paramount Kitchener, units	54	..
Paramount Oshawa, pfd.	85	..
Premier Trust Co., $100	46.50	52
Provincial Bank of Can.	11.25	12.50
Provincial Paper, pfd.	105	108
Prudential Trust	3.50	5.50
Ritchie Cut Stone, pfd.	1.25	..
Ruddy, E. L., pfd.	65	..
St. John Drydock, pfd.	97	100
Sawyer Massey, com.	1.10	..
Seiberling Rubber, com.	3.50	6
Sincennes McNaughton T.	2.25	3.25
Sherbrooke Trust	130	..
Sovereign Life Assce 25%	25	28
Standard Fuel, pfd.	91	95.50
Do., com.	2	..
Stedman Bros., pfd.	58	..
Sterling Trust	62	..
Strand Hamilton, pfd.	72	..
Sun Life Assce.	300	315
Third Can. Gen. Inv.	2.70	3.15
Toronto Carpet, pfd.	71	..
Toronto General Ins.	5	6.50
Trusts & Guarantee, $100	49.50	52.50
United Stock Yards, 8% p.	90	..
United Farmers Co-op.	3	4
United Steel, A pfd.	24.75	26
Viceroy Mfg., pfd.	24	28
Victoria Trust & Svgs.	87	95
Waterloo Mfg., com.	4.25	5.50
Waterloo Trust & Svgs.	101	..
Wentworth Radio, com.	1	1.50
Western Assurance, com.	52	55
Do., pfd.	41	44
Western Grain, com.	.80	1.40
Do., pfd	32	36
York Trading, com.	4.50	6.50

Unlisted Mines

Approximate quotations, 4 p.m., Oct. 31, subject to confirmation:

	Bid	Ask
Albany River (new)	.28	.30
Alcan	.10	.13
Aljo	.04½	.05
Amal Kir	.31	.34
Ama Lar	1.05	1.10
Ang Rou	.70	.75
Anna'que	.05	.07
Anoki	.10½	.12
Apex Oil	.11	.13
Arntfield (old)	.05	.07
(new)	.22	.24
Aurora Ye	.17	.22
Auterra	.21	.23
Bar Larder (new)	.04½	.06
Blondor	.25	.28
Br Breest	.03	.04
Bravo	.08	.11
Brig R L	.13	.16
Brock	.12	.14
Burley Po	.04½	.06
Calder Bo	.06	.08
Camlaren	.11	.13
Carriconna	.09½	.11
Cen Mani	.05½	.06½
Cock R L	.03	.04
Columbier	.13	.16
Con Chib	.10	.13
Derl R L	.06	.07
De Santis (new)	.10	.15
Dom Mal	.15	.17
Dona Pat	.04	.06
Donalda	1.05	1.10
East Amp	.52	.55
Eastward	.22	.25
Elder M	.22	.24
Eldona	.10	.12
Electra	.06	.08
Erin Kirk	.09	.11
Geral L L	.02½	.03½
Gol Mani	.56	.59
Goldora	.17	.19
Goodrock	.07	.09
Gt L Iron	.04	.06
Harp Mal	.05½	.06½
Hayes Cd	.02½	.02½
Heva Cad	.15	.17
Highridge	.04	.06
Homer	.13	.15
Hosco	.18	.21
Hoyle n'w	.13	.15
Hugh Mal	.14	.16
Hugh P P	.10	.13
Kamlac	.31	.33
Kayrand	.52	.55
Laguerre	.17½	.19
Lk Expa	.23	.26
Lar-Add	.04	.07
Larder U	.05½	.07
Lavalie	.08	.10
Legardo	.04	.05
Lynx	.34	.37
Magn Con	.40	.42
Major Oil	.12	.14
Manterre	.31	.34
Marbenor	.17	.20
Marquette	.03	.04
Mar Bird	.06	.07
Mar-McNe	.17	.19
Mary Ann	..	.10
Marion R	.07	.08
Mat Con	.27	.29
Mate Yell	.29	.31
Metalore	..	.03½
Mica of Cn	.06	.08
Moffatt H (new)	.02¾	.03½
Mohawk R	.05	.07
Mylamaque (new)	.12	.15
Murbell	.12½	.14
McCu R L	.11	.13
McManus	.06	.07
Nat Mal	.35	.37
Naybob	.04	.05
New Aug	.14	.16
Nicholson	.06	.08
Nick Off	1.30	1.50
New Mal	.10	.12
Norbeau	.55	.70
Norbenite	.17	.19
Norseman	.09	.11
Nortyne	.09	.11
Novelle P	.25½	.27
Obalski	.10½	.11½
Obaska	.45	.55
Oklend	.06	.07
Olivet	.13	.15
Opemiska	.08	.09
Orpit	.10	.11
Parbec	.19	.22
Pascalis	.32	.35
Pelangio	.05	.06
Pontiac Rou (old)	.24	.27
Poona Go	.05½	.06½
Porc Reef	.19	.22
Presdor	.04	.05
Privateer	.35	.38
Que Mani	.23	.26
Rajah RL	.05	.07
Rambull	.11	.13
Rand Mal	.31	.33
Raym Tib	.17	.19
Rebair	.44	.47
Redwood	.09	.10
Ritoria	.13½	.15
S.A.G.A.	1.05	1.10
Sheldon	.22	.25
Skyn Lk	.04	.04¾
Stadacona	.47	.50
Tiffany	.18	.21
Tobico	.03	.04
Tombill	.17	.20
Tovarich	.02½	.03½
Un Min	.12	.14
Univer Pe	..	.10
Wesley	.02¾	.03½
West R L	.06½	.07½
West Shor	.05½	.06½
Wincheste	.16	.18
Wingait	.13	.15
Yellowrex	.51	.54
Y Davids	.34	.36

Significant Investors' Index Numbers

	Macn and equiq.	Pulp and paper	Milling	Oils	Textiles and clothing	Food and allied prod.	Beverages	Bldg. mater.	Power and traction	Banks	Total utilities	Total co's.
No. of Securities	8	7	4	4	10	12	7	15	15	8	18	95
(Base 1935-39=100)												
***1935 to date:**												
High	134.5	234.4	149.7	123.7	135.7	118.3	150.0	153.4	146.9	118.2	145.0	134.1
Low	69.7	51.6	61.2	41.2	78.4	73.5	79.3	68.7	60.2	69.0	65.2	61.1
1944: Monthly Figures:												
Jan.	108.7	111.2	94.6	75.0	119.7	89.8	142.3	86.1	94.8	78.3	99.4	81.8
Feb.	108.7	114.8	96.1	74.0	122.4	93.1	141.4	86.5	97.3	79.1	102.7	82.0
Mar.	108.9	116.9	97.8	72.2	121.5	93.8	152.8	88.4	95.1	79.3	100.4	84.5
Apr.	106.6	109.0	96.5	70.0	118.3	93.0	149.2	87.3	92.0	78.4	97.0	79.3
May	107.0	112.3	96.4	70.4	118.8	92.8	152.1	86.6	91.2	78.0	97.5	79.9
June	113.0	118.5	97.3	73.4	122.5	94.6	150.9	93.3	95.6	78.1	102.0	83.7
July	116.2	134.0	100.3	76.6	125.2	101.2	154.3	98.9	93.9	78.2	104.3	87.8
Aug.	117.3	135.2	100.7	74.6	127.3	103.2	154.5	97.2	92.9	85.6	101.5	86.8
Sept.	114.4	129.6	102.1	72.9	127.9	102.4	150.9	95.3	89.9	87.1	98.1	85.0
1944: Weekly Figures:												
Oct. 5	117.1	138.5	101.8	72.6	129.3	101.1	159.9	96.8	92.1	86.4	100.2	81.7
Oct. 12	116.7	137.0	102.4	72.9	129.1	103.0	156.2	97.3	89.0	86.7	100.9	86.6
Oct. 19	118.2	137.5	101.2	72.6	130.2	101.0	156.2	96.9	90.2	86.9	101.3	86.5
Oct. 26	115.7	131.3	98.6	72.6	129.0	98.7	154.3	96.2	88.7	86.6	98.9	85.6

*High and low for years from 1935 to date inclusive are based on weekly figures issued by Dominion Bureau of Statistics.

Toronto Stock Exchange Index

	20 Indust.	20 Golds	10 B.M.	15 W.O.
Oct. 31	126.58	109.22	73.71	25.42
Oct. 30	127.06	109.05	73.63	25.45
Oct. 28	126.93	108.84	73.86	25.37
Oct. 27	126.89	108.69	73.61	25.48
Oct. 26	127.40	108.64	73.98	25.17
Oct. 25	127.85	109.30	74.08	25.40
Month ago	127.52	111.19	74.45	26.43
Year ago	121.68	97.00	72.86	28.20
High 1944	128.60	114.60	77.15	29.61
Low 1944	116.63	99.54	67.37	25.17

Montreal Stock Exchange Average

	10 Util.	20 Ind.	30 Chd.	10 Pprs.	15 Golds
Oct. 31	54.1	87.0	76.0	167.98	76.61
Oct. 30	54.0	86.1	75.4	164.63	76.34
Oct. 28	54.0	86.0	75.4	163.05	76.28
Oct. 27	54.1	86.0	75.3	163.31	76.33
Oct. 26	54.3	85.9	75.4	163.56	76.63
Oct. 25	54.4	86.2	75.6	164.89	76.89
Month ago	53.6	86.7	75.7	167.60	80.51
Year ago	56.2	77.6	70.4	114.08	75.47
High 1944	55.9	89.0	77.7	175.37	88.35
Low 1944	51.9	73.8	67.5	116.68	72.95

Wheat Prices

Winnipeg Grain Futures

Week of Oct. 31, 1944

Crop year from Aug. 1, 1944 High	Low		High for week	Low for week	Close Oct. 31
Oats*					
.51½	.51½	May	.51½	.51½	.51½
Barley*					
.64¾	.64¾	May	.64¾	.64¾	.64¾
Rye					
1.30⅞	1.04¼	Oct.	1.09⅝	1.06½	1.07⅞
1.12	1.04	Dec.	1.09¾	1.05¼	1.05¾
1.13⅛	1.10	May	1.09⅛	1.04⅜	1.05⅛

*At ceiling.

Cash Quotations

For Week

	Oct. 31 High	Low	Prev. Week High	Low
Oats*				
2 C. W.	.51½	.51½	.51½	.51½
3 C. W.	.51½	.51½	.51½	.51½
Barley*				
1 Feed	.64¾	.64¾	.64¾	.64¾
2 Feed	.64¾	.64¾	.64¾	.64¾
Rye				
2 C. W.	1.09¼	1.05¾	1.09⅞	.96⅛

*At ceiling prices.

Municipal Bonds

Oct. 31, 1944

	%	Due	Bid	Ask.	Yld %
†Halifax	5	1961	119.00	122.00	3.30
Hamilton	5	1950	110.50	113.00	2.55
Montreal	3	1950	97.50	100.00	3.00
Ottawa	3	1953	101.25	103.25	2.58
†Quebec	5	1959	118.25	121.25	3.19
Saint John	5	1950	107.00	110.00	3.22
†Toronto	4½	1955	123.25	126.25	1.70
†Vancouver	5	1970	120.00	123.00	3.61
Winnipeg	6	1950	112.50	115.50	3.05

† Payable Canada & New York.

Investment Trusts

	Bid	Asked
Affiliated Funds	3.83	4.20
Can. Int. Trust	4.50	5.25
Can. Invest. Fund	3.85	4.20
Can. Investors	5.50	6.50
Comm. Intern.	2.75	3.26
Corporate Inv.	6.95	7.45
Trans-Canada (A)	11.10	...
Do. (B)	9.80	10.60

Canadian Locomotive Stock Split Approved

From Our Own Correspondent

MONTREAL — Stockholders of Canadian Locomotive Co., at a special general meeting, have approved a new by-law providing for the division of each of the existing 39,899 no-par-value common shares into four new no-par-value common shares, and providing for increase in capital stock of the company by creation of an additional 90,904 common shares. The capital stock hereafter will consist of 250,000 authorized no-par-value common shares, of which 159,596 shares will be issued, and 90,404 remain unissued.

Dividends Declared

	This payment $	Date payable	Date of record
Aluminium	2.00	Dec. 5	Nov. 2
Do., pfd.	1.50	Dec. 1	Nov. 2
Ang. Can. Tel.	.15	Dec. 1	Nov. 10
Ang. Can. Tob. A	.15	Dec. 1	Nov. 10
Bk. Can. Nat.	.15	Dec. 1	Nov. 15
Bk. of Montreal	.15	Dec. 1	Oct. 31
Bk. of Toronto	.25	Dec. 1	Nov. 15
Beaver Lumber	▪.50	Feb. 1	Jan. 10
Bath. P. & P.	.25	Dec. 1	Oct. 31
Bruck Silk	.10	Dec. 15	Nov. 15
Can. Bakeries, pfd.	1.25	Dec. 1	Oct. 31
Can. Brew. pf.	.85	Jan. 1	Nov. 15
Can. Food Prod.	.62½	Jan. 2	Nov. 30
Can. For. Inv.	1.00 ext.	Nov. 15	Oct. 10
Can. Fab. Inv.	1.00 ext.	Nov. 15	Oct. 10
Can. Ind. Alcohol	.20	Dec. 1	Nov. 1
Can. Malartic	.02	Dec. 21	Nov. 10
Can. For. Inv.	.50	Jan. 1	Dec. 1
Can. Intnl. Inv. Trust	1.00	Dec. 1	Nov. 1
Can. Pacific Rly.	.50	Dec. 1	Nov. 1
Can. Oil Co.	.25	Nov. 15	Nov. 1
Can. Oil Co.	.20	Dec. 15	Dec. 1
Can. North. Pwr.	▪.15	Jan. 25	Dec. 20
Do., pfd.	▪1.75	Jan. 15	Dec. 20
Candn. Tire, c.	†.20	Dec. 1	Nov. 20
Chartered Trust	1.00	Jan. 2	Dec. 15
Com. Intnl. Corp.	.16	Nov. 15	Oct. 16
Consumers Glass	.50	Nov. 30	Oct. 30
Corrugated Pap. Box	1.75	Dec. 1	Nov. 1
Cosmos Imp. Mills	.30	Nov. 15	Oct. 31
Cons. Div. Ltd. Secs.	.75	Dec. 15	Nov. 15
Crow's Nest	▪1.50	Dec. 2	Nov. 8
Dom. & Ang. Inv.	1.25	Dec. 1	Nov. 15
Dom. Bridge	.20	Dec. 15	Dec. 1
Dom. Malting	.20	Feb. 1	Jan. 2
Do.	.20	May 1	Mar. 31
Do.	.20	Aug. 1	June 30
Dom. Envelope, c.	.10	Dec. 1	Nov. 30
Dom.-Scot. Invests.	.50	Dec. 1	Nov. 1
Dom. Stores	.15	Dec. 20	Nov. 24
Falconbridge Nick.	.07½▪	Dec. 21	Nov. 4
Granby Cons. M. S.	.15▪	Dec. 1	Nov. 15
Grandview Mines	.01	Dec. 1	Nov. 15
Goodyear Tire	▪.63+2.50	Dec. 31	Dec. 15
Do., pfd.	▪.62½	Dec. 31	Dec. 15
Hayes Steel	.50	Nov. 20	Nov. 10
Howey Gold	.01	Dec. 11	Oct. 31
Imperial Tobacco	.10	Dec. 30	Nov. 14
Island Mount. M.	.03	Dec. 20	Nov. 17
Jamaica Public Ser.	.17	Jan. 2	Nov. 30
Do., pfd.	1.75	Jan. 2	Nov. 30
John Inglis	.25	Nov. 30	Nov. 15
Lake of Woods Mill.	.30	Dec. 1	Nov. 3
Do., pfd.	1.75	Dec. 1	Nov. 3
Laura Secord	.20	Dec. 1	Nov. 1
Leitch Gold	.02	Nov. 15	Oct. 16
Loblaw Groc. A	.25+.12½	Dec. 1	Nov. 7
Do., B	.25+.12½	Dec. 1	Nov. 7
London & West Tr.	1.00	Dec. 1	Nov. 14
McIntyre Porc. Ms.	.55½	Dec. 1	Nov. 1
Robt. Mitchell	1.00	Dec. 15	Nov. 15
Nat. Biscuit	†1.75	Nov. 29	Nov. 14
Nat. Cottons	1.00	Dec. 15	Nov. 15
Do., pfd.	1.75	Dec. 15	Nov. 15
Nat. Grocers	.37½	Jan. 2	Dec. 1
Nova S. Lt. & Pr.	1.50	Dec. 1	Nov. 15
Ogilvie Flour M.	.25	Jan. 2	Nov. 24
Ont. Silknit	1.00	Nov. 15	Nov. 1
Ogilvie Flour M 6% p	1.75	Dec. 1	Oct. 27
Paton Mfg.	1.00	Dec. 15	Nov. 30
Do., 7% pfd.	1.75	Dec. 15	Nov. 30
Paymaster Cons. M.	.01	Jan. 9	Dec. 9
Penmans	.75	Nov. 15	Oct. 16
Power Corp.	.75	Jan. 15	Dec. 20
Do., 6% pfd.	1.50	Jan. 15	Dec. 20
Regent Knit, pf.	.40	Dec. 1	Nov. 2
Reliance Grain, pfd.	1.62½+1.62½	Dec. 15	Nov. 30
Rolland Paper Co.	.15	Nov. 15	Nov. 4
Do., 6% pfd.	1.50	Dec. 1	Nov. 15
Royal Bank	.15	Dec. 1	Oct. 31
Sherritt Gordon Mns	.02▪	Dec. 21	Oct. 26
San. Ant. Gold	.07+.03	Nov. 6	Oct. 6
Shawinigan P. & P.	.22	Nov. 25	Oct. 25
South Can. Power	.20	Nov. 15	Oct. 20
South Can. Power	.20	Feb. 15	Jan. 19
Do., 6% pfd.	1.50	Jan. 15	Dec. 20
Sylvanite Gold	.03	Jan. 15	Nov. 6
Traders Bldg.	1.00	Nov. 6	Oct. 25
Toburn Gold Mines	.01	Nov. 22	Oct. 20
United Corp.	.37	Nov. 15	Oct. 14
United Fuel	.75	Jan. 2	Dec. 11
J. Walker-Good. W.	1.00	Dec. 15	Nov. 10
Do., pfd.	.25	Dec. 15	Nov. 10
Wilsil Ltd.	.75	Jan. 2	Dec. 1
Winnipeg Elect., p.	▪2.50	Dec. 30	Nov. 15
Woods Mfg.	.50	Dec. 31	Nov. 30

▪ Subject to approval of Foreign Exchange Control Board.
† N. Y. funds. ▴ Arrears.
* Net after corporate income tax.

NOTICE

The Dominion Bank

Notice is hereby given that the Annual General Meeting of the Shareholders will be held at the Head Office of the Bank in Toronto on Wednesday, the thirteenth day of December, 1944, at the hour of 2.30 o'clock in the afternoon.

By Order of the Board.

ROBERT RAE,
General Manager.

Toronto, 23rd October, 1944.

DIVIDEND NOTICES

AUNOR GOLD MINES LIMITED

DIVIDEND NOTICE

Notice is hereby given that an interim dividend of Five (5c) Cents per share, payable in Canadian Funds, has been declared by the Directors of AUNOR GOLD MINES LIMITED, payable December 1, 1944, to shareholders of record at the close of business November 8, 1944.

By Order of the Board.

J. R. BRADFIELD,
Secretary.

Toronto, October 31, 1944.

RELIANCE GRAIN COMPANY LIMITED

6½% CUMULATIVE PREFERRED STOCK

A DIVIDEND of one and five-eighths per cent (1⅝%) per share, being a dividend for the quarter ended November 30, 1944, and a dividend of one and five-eighths per cent (1⅝%) per share, being a dividend for the quarter ended May 31, 1939, are hereby declared and authorized to be paid on December 15, 1944 to all preference shareholders of record with the Transfer Agents of the Company at the close of business on November 30, 1944.

By order of the Board,

A. W. GIBB, Secretary.

Winnipeg, October 17, 1944.

Imperial Tobacco Company of Canada, Limited

DIVIDEND

NOTICE is hereby given that an Interim Dividend (No. 160) of ten cents (10c) per share on the paid-up Ordinary Shares of the Company has been declared payable on Saturday, the 30th day of December, 1944, to shareholders of record at the close of business on Tuesday, the 14th day of November, 1944.

By Order of the Board.

A. L. ROBERTSON,
Secretary.

Montreal, P.Q.
27th October, 1944.

DIVIDEND NOTICES

DIVIDEND NOTICE

The Robert Mitchell Co. Limited

Notice is hereby given that a dividend of One Dollar ($1.00) per share upon the outstanding Capital Stock of the Company has been declared payable on the 15th day of December, 1944, to shareholders of record on November 15th, 1944.

By Order of the Board.

H. S. McGEE,
Secretary-Treasurer.

Montreal, P.Q.
October 26th, 1944.

Lake of the Woods Milling Company Limited

DIVIDEND NOTICE

NOTICE IS HEREBY GIVEN that a dividend of 1¾% has been declared on the Preferred Shares of the Company payable on December 1st, 1944, to shareholders of record at the close of business on November 3rd, 1944.

By Order of the Board

D. A. MacINNES
Secretary.

NOTICE IS HEREBY GIVEN that the regular quarterly dividend of 30 cents per share has been declared on the outstanding shares of the Common Stock of the Company, payable to December 1st, 1944, to shareholders of record at the close of business on November 3rd, 1944.

By Order of the Board,

D. A. MacINNES,
Secretary.

SYLVANITE GOLD MINES, LIMITED

(No Personal Liability)

TO SHAREHOLDERS AND HOLDERS OF SHARE WARRANTS:

NOTICE OF DIVIDEND NO. 57

TAKE NOTICE that a regular quarterly Dividend of 3% (i.e. three cents per share) on the outstanding Capital Stock of the Company, payable in Canadian funds, has been declared as Dividend No. 57.

Such Dividend will be payable January 15th, 1945, to Shareholders of record at the close of business November 6th, 1944.

In the case of Share Warrants such Dividend will be payable on or after January 15th, 1945, in respect of the shares specified therein upon presentation and delivery of Coupon No. 57 at:

The Canadian Bank of Commerce, Toronto, or any Branch of said Bank in Canada (far Northern Branches excepted), or Liberty Bank of Buffalo, Buffalo, N.Y.

By Order of the Board.

W. S. WALTON,
Secretary.

October 24th, 1944.

Woods Manufacturing Company Limited

Notice is hereby given that a quarterly dividend of Fifty Cents (50c) per share on the No Par Value Common Shares of the Company has been declared for the quarter ending December 31st, 1944, to shareholders of record November 30th, 1944, payable December 31st, 1944.

By Order of the Board.

R. M. STOTT,
Secretary.

Montreal, October 25th, 1944.

Little Long Lac Gold Mines Limited

Notice is hereby given that a dividend of 6c per share has been declared by the Directors of Little Long Lac Gold Mines Limited, payable in Canadian Funds, pending approval of the Foreign Exchange Control Board, on November 30th, 1944, to shareholders of record at the close of business November 15th, 1944.

By Order of the Board.

J. A. McFADYEN,
Ass't Secretary-Treasurer.

October 31st, 1944.

The Hamilton Cotton Co. Ltd.

DIVIDEND NOTICE

Notice is hereby given that a Dividend of 22½ cents per share on the outstanding Common Shares of the Company has been declared for payment December 1st, 1944, to Shareholders of record at the close of business November 10th, 1944.

By Order of the Board.

E. GLOVER HOWE,
Secretary.

Dated at Hamilton,
October 30th, 1944.

Belding-Corticelli Limited

Notice of Preferred Stock Dividend No. 120

A dividend of one and three-quarters per cent (1¾%) has been declared on the Preferred Stock of this Company, for quarter ending 30th November, 1944.

Notice of Common Stock Dividend No. 75

A dividend of one per cent (1%) has been declared on the Common Stock of this Company, for quarter ending 30th November, 1944.

The above dividends are payable on the 2nd day of January, 1945, to Shareholders of record at the close of business the 30th day of November, 1944.

By Order of the Board,

D. F. POLLOCK,
Secretary.

Dominion Stores Votes Increase in Dividend

From Our Own Correspondent

MONTREAL — Dominion Stores Ltd., has declared a quarterly dividend of 15 cents a share on the common stock against previous quarterly payments of 10 cents, and bringing total distributions for 1944 to 45 cents a share, compared with 40 cents in 1943, 20 cents in 1940, nothing from 1935 to 1940. The latest dividend is payable Dec. 20 to stock of record Nov. 24.

Abitibi Power & Paper Company, Limited

TORONTO, ONT.

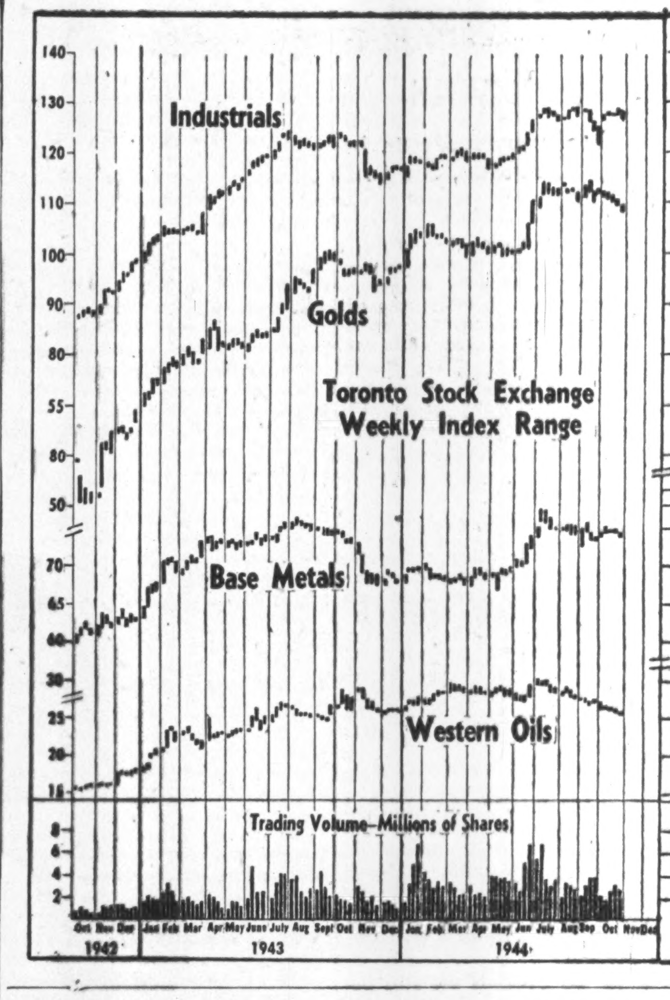
Owning directly or through subsidiary companies, mills at

Beaupre, Que. | Iroquois Falls, Ont.
Pine Falls, Man. | Smooth Rock Falls, Ont.
Sault Ste. Marie, Ont. | Fort William, Ont.
Port Arthur, Ont.

Newsprint

Groundwood Pulp | News Sulphite Pulp

High Grade Bleached Sulphite Pulp



MARKET COMMENT

Down Drift

Weakness in all classes of stocks was evident on the Montreal and Toronto Stock Exchanges in the week ending Oct. 30. The Toronto industrials average dropped 1.46 points during the week while the golds continued their downward movement with the average closing 0.52 points lower than a week ago.

* * *

Barron's (New York) The Trader: Stocks were under pressure with Monday ushering in the sharpest daily decline since Labor Day week. After a standoff on Tuesday the decline made further headway, though at a halting pace. By the end of the week the Dow Jones industrial-share average was off 1.85 points to 146.50, back nearly where it stood five weeks earlier.

* * *

Barron's (New York) The Dow Theorist: Decline in the Dow-Jones averages to a point where the industrials are nearer their September bottom of 142.96 than their July high of 150.50 has raised acutely the question whether a decline by both averages through the Sept. lows would mean a bear market under the Dow theory. The rails are still nearer the high of 42.53 than the recent bottom of 38.71, but they have not far to go to get to either point.

* * * *

New Highs and Lows

During the week ending Oct. 30 there were 14 new highs recorded among the "general" stocks traded on the Canadian stock exchanges and 5 new lows. In the mining group there were 5 new lows while in the oils 2 new lows were recorded.

GENERAL

New Highs—1944

Acme Glove, pfd.	Hillcrest Collieries
Bell Telephone	Inter-City Baking
Biltmore Hats	Intern. Paper, pfd.
Canada Packers, A	Montreal Telegraph
Can. Cottons, n. pf.	Standard Chemical
Dom. Oilcloth	Traders Fin., B rts.
Dom. Motors	Viau Bisc., pfd.

New Lows—1944

B. C. Power, A	Can. Steamships, p.
Caldwell L., 1st pf.	Fleet Aircraft
Canada Packers, B	

MINING

New Lows—1944

Bankfield	
Hasaga	Powell R., vot. tr.
Mosher L. L.	Sherrit Gordon

OILS

New Lows—1944

Mid-Continent	Southwest Pete.

Moffats Adds Crosley Lines

D. R. Moffat, vice-pres. and gen. manager of Moffats Ltd., Weston, Ont., has just announced that working arrangements have been completed between his company and the Crosley Corp. of Cincinnati under which a complete line of Crosley products, including Shelvador refrigeration and home freezing units will be manufactured and distributed in Canada by Moffats Ltd. This will be in addition to the regular Moffat products.

Arrangements are being made to swing into full production as soon as possible after the manufacture of essential war goods ceases. At present the company is engaged to well over 85% of its capacity on war requirements. It is anticipated that the new program in the postwar period will keep the enlarged plant running to capacity.

Fam. Players Acquires Hamilton Theatre Site

As part of a postwar building program, Famous Players Canadian Corp. has purchased from the Canada Trust Co. the St. James building, Hamilton, officials announced this week. The property is to be used as the site of a theatre, seating 2,000, probably to be known as the Paramount. Purchase price was stated to be $105,000.

In addition, it is stated, the company has acquired from the City of Hamilton, for $1,300, a piece of property 13 feet by 73 feet immediately north of the Health Center, and from the trustees of the Centenary United Church, for $8,000, a right-of-way running 219 feet north to south and 110 feet east to west.

Construction of the new theatre, Famous Players' ninth Hamilton outlet, will begin, officials say, after the war, when suitable materials are again available.

John Inglis Co. have declared a dividend of 25 cents per share on the outstanding shares of capital stock payable Nov. 30 to shareholders of record Nov. 15. This dividend is being declared out of profits for the fiscal year ending Mar. 31, 1944.

M. & O. Paper Profit Lower For 9 Months

Consolidated statement of Minnesota and Ontario Paper Co. and its United States and Canadian subsidiaries for the nine months ended Sept. 30, 1944 shows net income of $947,928 as compared with $1,221,694 for the same period in 1943. Net sales for the first three quarters of 1944 were $17,715,071, a decrease of $28,387 from the net sales of $17,743,458 in the first nine months of 1943.

For the third quarter of 1944 net sales totalled $5,849,881 and consolidated net income was $340,187.

National Pole & Treating Co., 70% owned subsidiary of Minn. & Ont. Paper Co., reported net sales of $1,038,589 and net income of $48,130 for the first nine months of 1944 compared with $999,025 and $38,872 for the same period in 1943.

Dominion Malting Co. has declared three quarterly dividends of 20 cents each, the first payable Feb. 1, 1945, to stock of record Jan. 2, 1945, the second payable May 1, 1945, record March 31, the third payable August 1, 1945, record June 30.

Pato Consolidated Gold Dredging Ltd., has advised the Montreal Curb Market that during five months, May 1 to Sept. 30, 1944, some 5,189,000 yards of gravel was handled for recovery of 65,520 oz. of fine gold, valued at (U. S.) $2,293,200.

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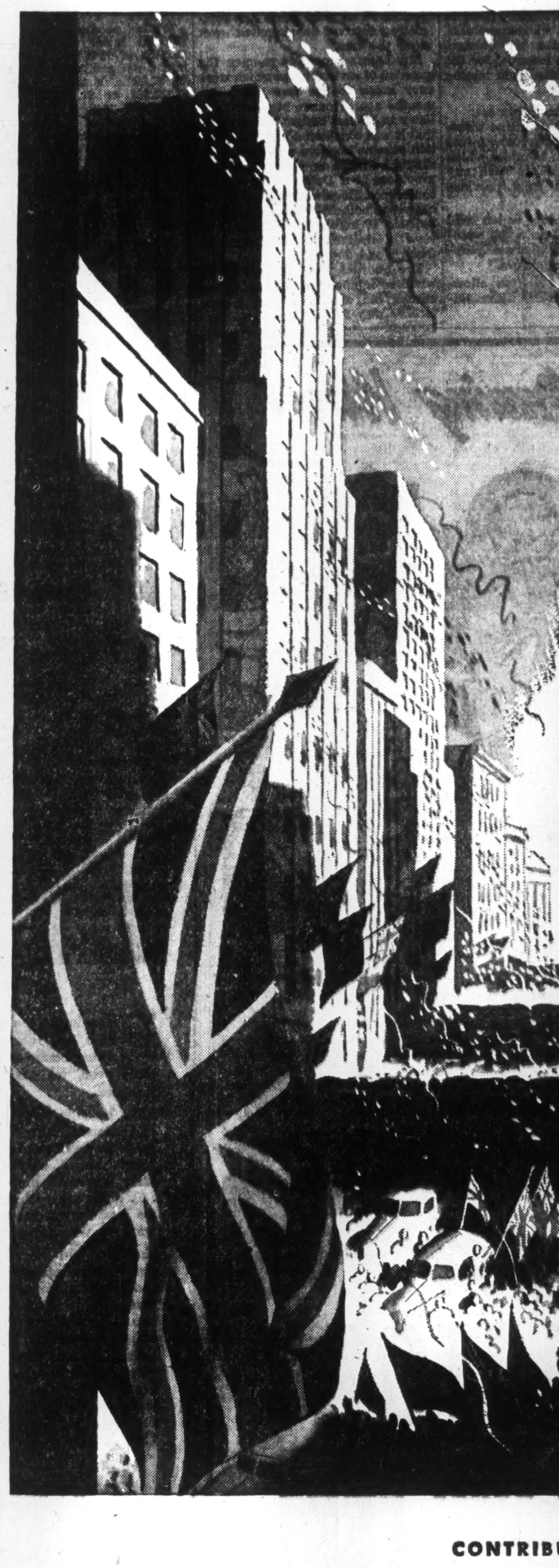

You can make this day come quicker

"V" Day is on the Way!

Some day soon the war'll be over . . . and the celebrations will start . . . snow storms of confetti will come pouring from office buildings . . . gaily coloured streamers will twine themselves around lamp-posts . . . mothers, with sons and daughters in the services, will hang flags from their windows . . . children will come joyfully home from school.

What a song of Victory it will be!

Every Canadian knows that there will be a "V" Day eventually . . . but no one can answer the one question — WHEN? We can make it sooner by backing the war to the limit.

We can buy Bonds . . . for every dollar we invest in Victory Bonds is a fighting dollar backing the men of our armed forces now liberating Europe from her shackles . . . every dollar we lend to our country brings "V" Day nearer and nearer.

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Are you contributing all you can to Victory . . . or can you do more?

Of course you can . . . you can buy more Victory Bonds than you're already buying . . . not only during the 7th Victory Loan but every month thereafter till *that day* . . . "V" Day . . . arrives!

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Waite Net Gives Top Yield

Lower Postwar Metal Prices Already Discounted?

By GORDON M. GRANT

In a recent issue (Oct. 21) it was pointed out that the latest wave of investor enthusiasm had carried gold producers to prices which could hardly be justified on the basis of current earnings alone to where they are sometimes selling as high as 75 times earnings.

In sharp contrast with this tendency of gold stocks and others to sell at relatively high prices are some of the base metals, most strikingly Waite Amulet Mines.

Sells at 4-5 Times Earnings

On the basis of unconsolidated earnings of 55.7c. a share for the first six months of 1944—an annual rate of $1.11 a share—the present price of Waite Amulet shares of $4.75 a share is only a little over four times earnings. The stock is selling at about six times current dividend distributions of 80c. a share per annum.

What is behind the present low level of Waite Amulet shares on the basis of earnings and dividend distributions?

Many of the usual reasons for a high return on a mining stock—imminent exhaustion of ore reserves, a weak financial position, a narrow margin of profit—can be quickly ruled out in the case of Waite Amulet.

Here is the situation on the above points:

Ore Reserves—Sufficient for over five years with five drills at work in the search for new sources of ore in a long-term exploration program.

Financial Position—Working capital, stores and refundable taxes, on a consolidated basis approximately $6.8 millions at the end of 1943—equivalent to over $2.05 a share.

Earnings Ratio—Consolidated net profit of approximately $3.4 millions for 1943 ($1.02 a share) equivalent to over $5 per ton, representing the profit after all charges, including depreciation, income and excess profit taxes, etc.

With working capital over $2.05 a share at the end of 1943 and probably increased since, the market, in a sense, only places a value of $2.70 a share on the Waite Amulet mining operations and plant and equipment with a depreciated value of $1.3 millions.

Lower Profits After War?

Best information on the high return appears to be that Waite Amulet has not been a favorite with those seeking market action and that there is a certain disposition to think that postwar earnings may not be quite as high as those during wartime when the company has been putting its best foot forward to turn out a large output at the request of the Government.

Of course, if the war lasts longer than expected (and Mr. Churchill says he won't guarantee an end of the war before early summer), then there is some assurance that the present level of earnings can be maintained for a longer period.

When the end of the war comes, however, the markets for copper and zinc will determine the level of profits at which postwar operations will stabilize. Even should profits be cut in half—and this would represent a big cut if taxes are reduced—the company's shares at the present market price would still only be selling at around nine to ten times earnings.

Views on the outlook for copper are divergent, but one usually well-informed source, in close touch with copper markets, feels that it is a fairly reasonable expectation that the price of copper won't be lower after the war than before, although it is doubtful if the quantity required will be as large.

Price Wasn't High

It is pointed out that the average price received for copper at the outset of war was fairly low; that it was agreed to supply the United Kingdom with a large part of its copper at pre-war prices; and that there has only been a partial compensation for increased costs. Only a limited quantity of copper has been sold elsewhere at a higher price.

Secondary copper is likely to prove an important factor in the postwar metal picture.

Relatively high prices have been available for zinc in the United States during wartime due to the great demand for this metal and the desire of the U. S. to stimulate output through expanded capacity. Waite has expanded zinc capacity greatly and some contraction in profits on this metal would appear likely after the war. However, little secondary metal is anticipated in the zinc field and the price situation may prove better than before the war.

Treating 1,700 Tons a Day

Waite continues to treat around 1,700 tons of ore daily, continuing the production rate of the first half of the year. This compares with an average of 1,757 tons for last year. There has been a tendency to treat a slightly lower average grade of ore this year.

Diamond drilling has disclosed one new small ore body so far in 1944 containing 50,000 tons and there has been no letup in the search for others. Besides drilling its main property, investigation of outside holdings is being carried on, but nothing of great significance has been revealed recently. At a property like Waite Amulet there are likely to be considerable intervals between ore discoveries, but the individual discovery may prove of considerable importance. Work in the extremities of ore bodies, when adequate labor is available, usually replaces a considerable portion of ore withdrawn for milling

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MINING

Gold Mine President Asks Tax Changes

Under a heading "Tax Revisions Imperative," Bert W. Lang, president of Broulan Porcupine Mines, in an interim report to shareholders, gives four suggested tax changes which he considers essential for the health of the Canadian gold mining industry.

As seen by Mr. Lang they are:

1. Re-establishment of the three-year tax free period for new mines—and its extension to mines which have not been able to earn any worthwhile profit from previous operations.

2. A tax provision which will permit deduction from taxable profits of money spent on outside properties which prove failures.

3. Increases in depletion allowances for companies and shareholders.

4. A provision to allow the setting up of reserves out of taxable profits to provide funds for completing deferred development work after the war.

Mr. Lang's proposals re-open the question of revised taxes which were very much to the fore not many months ago. Finance Minister J. L. Ilsley in his last budget address said that it was considered that the question of mine taxation was one which should be taken up jointly with the provinces at a Dominion-provincial conference. However, the conference has yet to be held—and when it may be held is highly problematical in view of strained relations between Ontario and Ottawa.

The question now appears to be whether or not revised taxation for mining can wait until such a conference may be held.

Kerr-Addison Shows Gains

Slight Improvements in Output, Profits, for 3rd Quarter

Although it lost a further 23 men, reducing the work force to 289, Kerr-Addison Gold Mines showed a slight recovery in production and profits for the three months ended Sept. 30, 1944, compared with the preceding quarter.

Output for the quarter of $682,698 from 112,616 tons of ore milled for an average recovery of $6.06 a ton, compared with production of $667,643 from 108,054 tons and average recovery of $6.18 in the immediately preceding quarter.

Profits At Low Level

Reflecting the low level of earnings on the present basis of operation at little more than half mill capacity, net profits for the quarter were $178,946 or 3.8 cents a share against $425,306 and 8.9 cents a share from the Sept., 1943, quarter. There was an improvement, however, from the immediately preceding quarter when $146,300 or 3.1 cents a share was earned.

No. 21 ore body at the 2,500-ft. horizon is now known to have a length of 700 ft. with an indicated grade of 0.3335 oz. gold per ton across an average width of 47.7 ft. Latest drilling from the east drift on the 2,500-ft. level has also indicated a new ore zone south of No. 21 with a length of 200 ft., average width of 11.3 ft. and a grade lower than average.

Broken ore reserves are still being maintained at 500,000 tons.

Drifting in preparation for mining is being carried on at the 1,150-ft. level and crosscutting is under way on both the 1,900 and 2,200-ft. levels in order that the ore pass and waste pass systems may be driven when men are available.

Dome Profit Holds Well

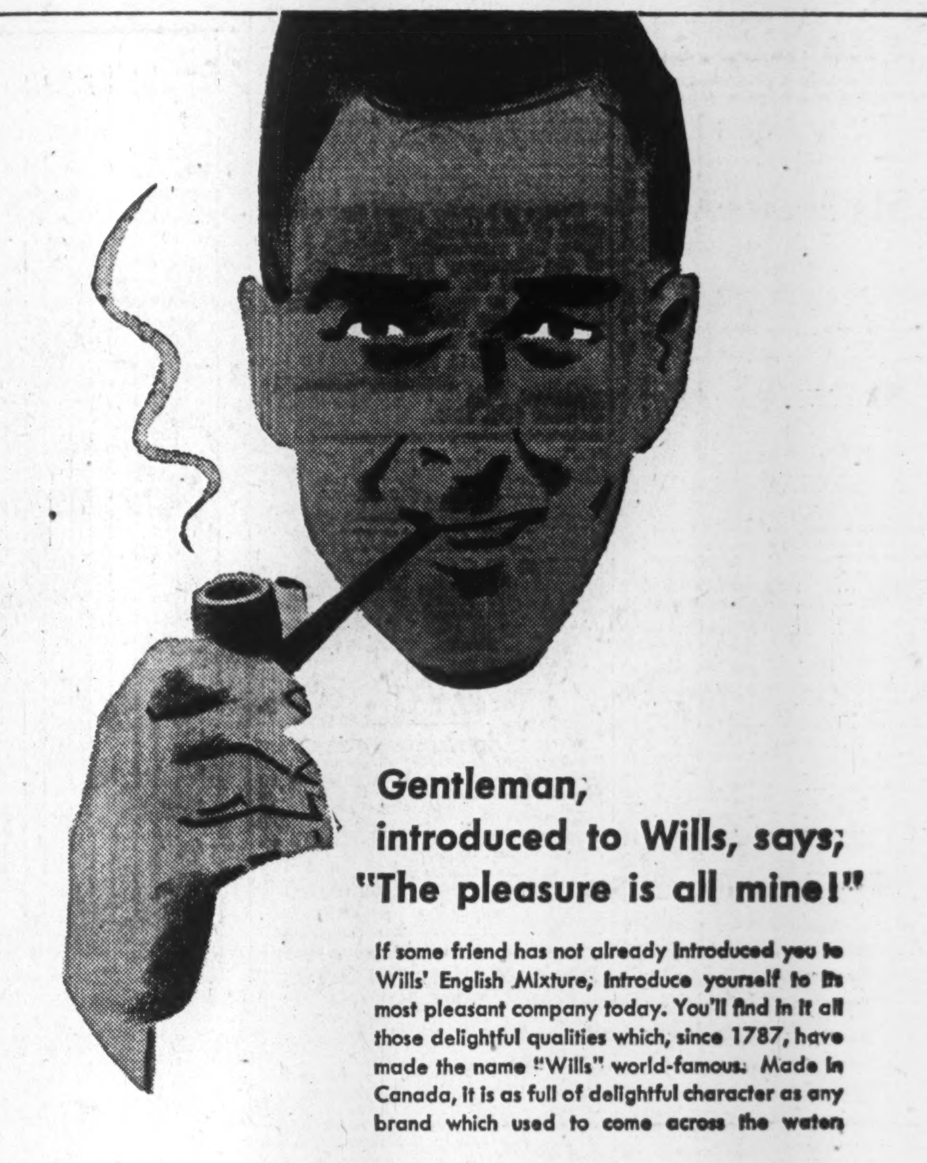
While production was nearly $375,000 lower in the first nine months of 1944, Dome Mines realized a net profit of $2,114,106 equal to $1.09 a share compared with $2,188,581 or $1.12 in the similar period of 1943.

Chief factors permitting profits to remain at close to the 1943 level were an increase in miscellaneous income from $474,058 to $666,896 and a decline in tax provision from $883,437 to $749,036.

Operating expenses and depreciation showed declines of approximately $10,000 and $20,000 respectively while expenditure on outside exploration remained unchanged at $27,000.

Production for the nine months totalled $3,973,799 from 388,800 tons of ore milled, an average recovery of $10.22 a ton. This compared with $4,356,897 from 393,400 tons of ore and an average recovery of $11.07 the preceding year. Decline in average recovery may be attributable to concentration of mining operations in larger and lower grade stopes where a maximum output can be secured with a minimum use of manpower.

International Mining Corp. reports net asset value of outstanding common stock of $4,104,692, equal to approximately $8.38 per share at Sept. 30, 1944, compared with $4,190,625, equal to $8.55 per share at the same date a year previous. Interim financial statement at Sept. 30, 1944, disclosed cash and U. S. Government securities of $1,056,980, investments and advances, less estimated Federal income tax, $1,466,511, investments in and advances to affiliates $1,441,765, other mining ventures and developments $137,261 and deferred charges $2,176.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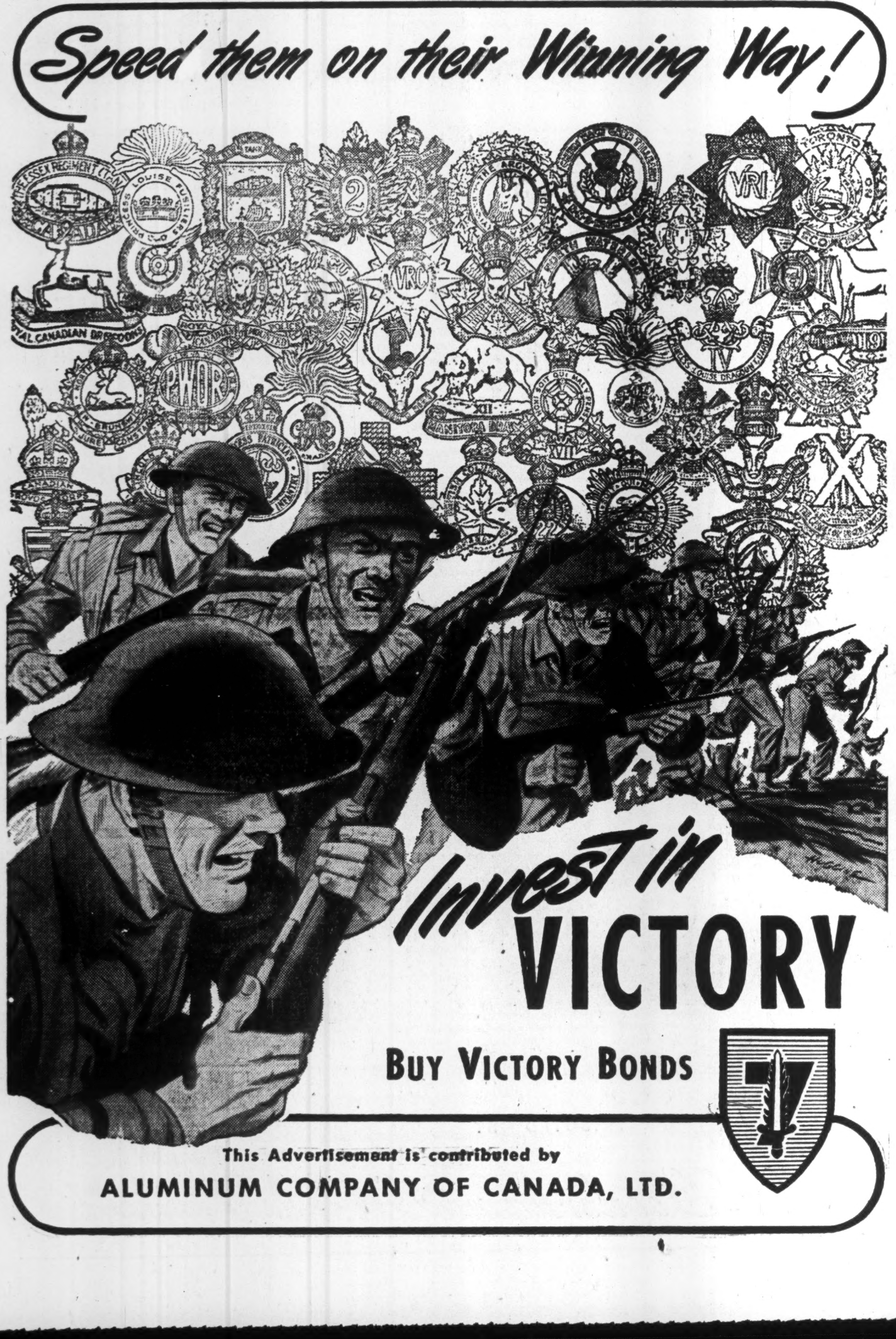

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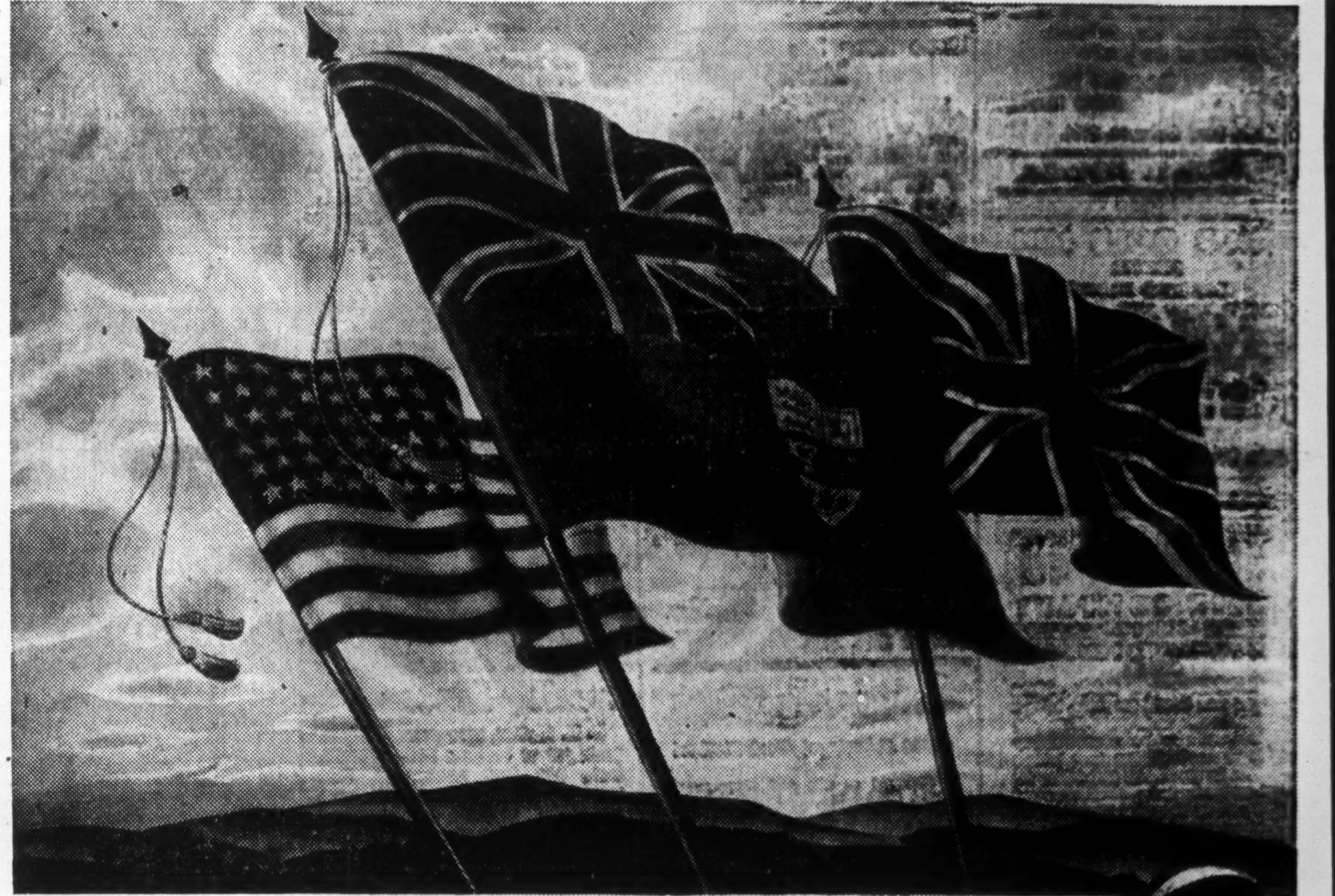

FOR a long time now, John Bull, Uncle Sam and Johnnie Canuck have been doing business together. Today, more than ever, we are united in a common purpose.

Side by side, Canadians, Americans and Englishmen march along the road that leads to final victory. On the hot sands of North Africa, on the slopes of Sicily and Italy, our men have fought well together . . . given strength one to the other. Now, we look forward to the peace . . . and the ways in which we can preserve it.

Future world security rests to a large extent upon continued co-operation between the British Commonwealth and the United States. Of all nations, Canada is best situated to assure such co-operation. For we, of Canada . . . a major member of the British Commonwealth, have long been a close friend and neighbour of the United States. We *know* and *like* them both so well, we are the common meeting-ground for mutual understanding. Thus will Canada help the world to Win the Peace!

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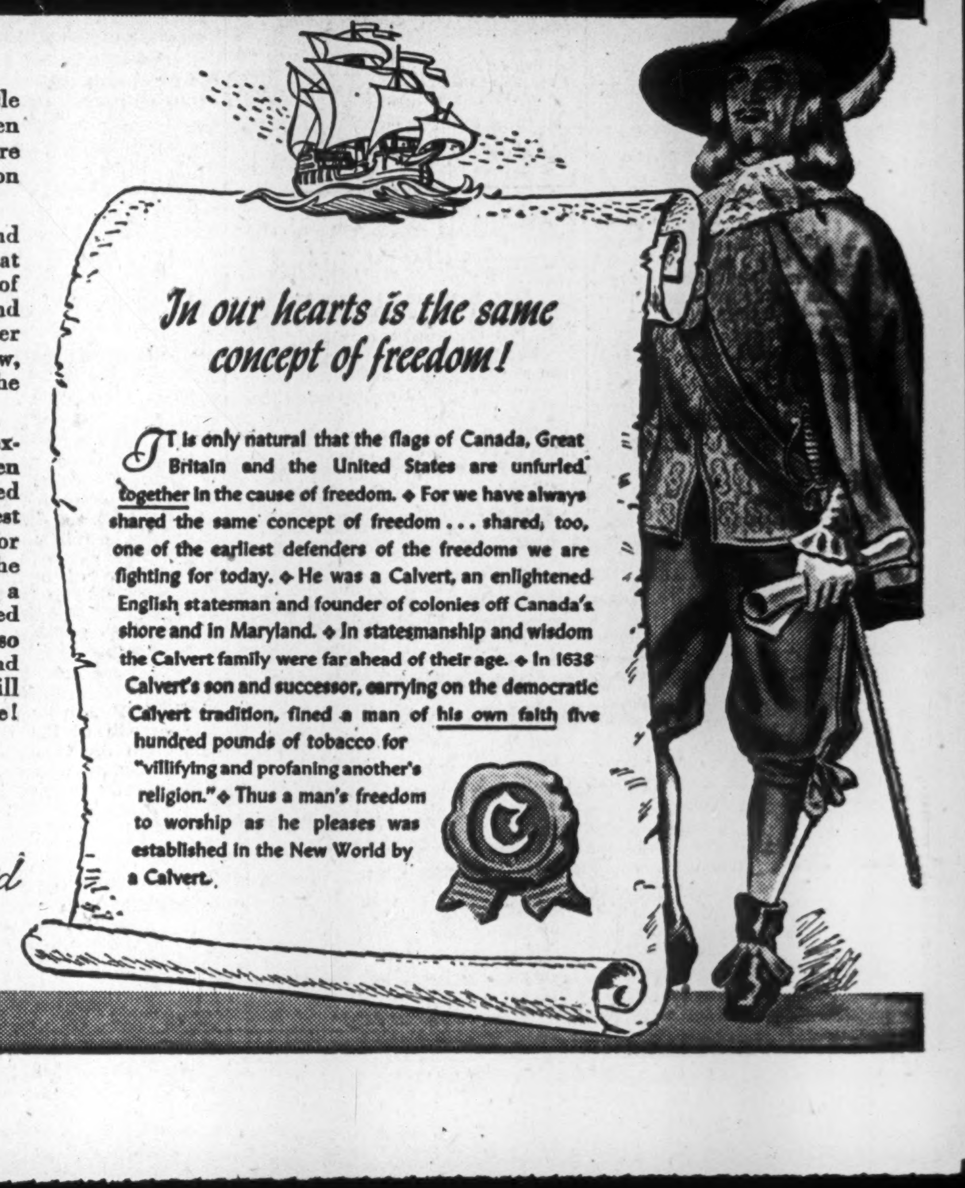

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OIL PRODUCTION

Princess Well May Give 200-250 Barrels Daily

From Our Own Correspondent

CALGARY—The California-Standard Co. has reported on its Princess-CPR No. 8, discovery Devonian Limestone well in the Princess area which has been under test since early September. Of the well, regarded as the most important discovery on the Canadian western plains to date, Managing Director John Galloway reports:

"The well has produced 4,824 bbls. of 34.5 gravity crude (during testing operations the past four weeks). Flow tests were made through a number of restricted openings and based on the data obtained it is believed that the optimum rate of flow is between 200 and 250 bbls. per day through a 11/64-in. choke. At this rate of flow the well shows no apparent decline in pressure . . .

"The company has shipped 1,800 bbls. of crude to the British American Oil Co. at Moose Jaw, Saskatchewan, and a similar shipment will be going forward within the next few days. This crude contained a water content of 1.35% and it is present opinion that this water content may represent drilling fluid. All storage at the lease is filled and the well is shut in. The well will remain shut in until certain repairs can be made to the loading facilities at Princess, approximately three miles southeast of the well location."

* * *

Empire Plans Well

Empire Petroleums Ltd., organized this summer with extensive acreage holdings in the area between the Conrad and Taber oil areas, has moved into the big play developing in a 30-mile radius of the recent Devonian limestone oil strike at California-Standard's Princess 8 well.

Empire is starting work immediately on its initial well in the general Princess area, where it has acquired acreage totalling about 9,000 acres. Empire Petroleums No. 1 site has been made in the centre of the northeast 10 acres of L.S.D. 7 11-19-11w4, 11 miles southeast of the Princess 8 Devonian discovery well. Contractor Newell & Chandler is moving light rotary equipment to the site.

Empire holds about 7,500 acres checkerboarding the 61,500 acres recently acquired by D. C. McDonald, Pacific Pete, Empire and others, extending from twp. 17 rge. 1124, north to the south end of twp. 20 rge. 12w4, about three miles south of the Princess 8 producer. Empire and Pacific also share in five sections of crown lands in the Rainy Hills area (twp. 19 rge. 10w4) acquired last week. Pacific Petroleums, which has acquired a substantial interest in Empire, will direct that company's operations.

* * *

Two New Conrad Wells

Stepping up its development program in the Conrad area, California-Standard Co. announced locations last week for two more tests—an offset extension well, and a wildcat. The extension offset location is Conrad-Province No. 55-33B, near the centre of the southeast 10 acres of L.S.D. 11 33-5-15w5. The site is three-eighths of a mile southeast of the Conrad-Province No. 77-33B, recently completed at 3,079½ ft., 13½ ft. in the Ellis sand, and now installing pump unit for steady production; and is six-eighths of a mile southeast of the discovery Conrad-Province No. 2, pumping about 120 bbls. daily of 25.6 API crude from the Ellis (2,960-2,972 ft.) since mid-July.

The new wildcat location is Conrad-Province No. 55-21B, to be drilled near the centre of the southeast 10 acres of L.S.D. 11 21-5-15w4, two miles due south of the new No. 55-33B location.

* * *

Location has been staked and work started on site for Royalite-Lowery No. 2, a well designed to test prospects of the 1½-mile long blank section on the northwest flank of Turner Valley, between the developed producing portions of the field. Cellar is now being dug. The new well is located in L.S.D. 1 15-20-3w5.

McIntyre Earnings Off In September Quarter

Net profit of $528,591, equal to 67 cents a share is reported by McIntyre Porcupine Mines the quarter ended Sept. 30, 1944, compared with $633,640, equal to 79 cents per share in quarter ended June 30, 1944, and $738,009, equal to 92 cents a share the September quarter of 1943.

Net profit for the six months ended Sept. 30, 1944, was down $299,-667 or 37 cents per share at $1.46 a share.

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Mining Concentrates

Aubelle Mines reports that No. 26 drill hole has cut the No. 1 vein at a vertical depth of approximately 285 ft. with 9.0 ft. of core averaging $5.50 gold per ton, The intersection is reported to lie directly beneath No. 19 hole which returned 8.8 ft. of core grading $32.34 at depth of 150 ft. At Sept. 30, the company reported $95,000 cash on hand.

* * *

Aumaque Gold Mines advises that drill hole No. 57 was completed at a depth of 966 ft. intersecting a 13-ft. quartz-carbonate-chlorite vein between footage 858 and 871. Some core of the vein section was lost due to caving, but it is reported that one assay of $6.16 was recovered across 3.0 ft. Hole No. 58 has reached a depth of 550 ft. and is encountering rock structure typical of other holes, it is stated.

* * *

Bonescour Mines reports that J. C. Honsberger, consulting engineer, has advised that No. 1 zone be stripped at intervals along a length of 1,000 ft. and that bulk sampling be undertaken prior to diamond drilling. Pannings from five different places along this zone, over a length of 85 ft., showed coarse gold, according to Mr. Honsberger.

* * *

Campbell Red Lake Mines is reported to have disclosed mineralization over a width of 40 ft. in No. 3 trench, showing a larger amount of rhyolite than in the first two trenches. Another trench has been started east of No. 1, with drilling already started.

* * *

Calumet Island area, Pontiac County, Que., was recently studied by F. Fitz Osborne of the Quebec Department of Mines who reports on mineralization at New Calumet Mines and occurrences of brucite located.

* * *

Golden Gate Mining Co. reports that five drill holes have been completed to date on the 1,700 ft. of ground along the break between ore opened up on three levels in the shaft and the adit. Hole No. 90 returned 7 ft. of core assaying $29.40 at a vertical depth of 260 ft.; No. 92 returned 4 ft. assaying $5.25 at a vertical depth of 170 ft., and $3.15 across 4 ft. at a depth of 450 ft.; No. 93 gave 4 ft. of $9.25 ore at vertical depth of 410 ft.; No. 94 gave 4 ft. of $3.50 value at 200 ft. and 6 ft. of $3.50 at a vertical depth of 500 ft.; No. 95 is in the course of drilling and is spotted 200 ft. northeast of No. 94, it is stated.

* * *

Goldora Gold Mines reports that No. 6 drill hole has been completed at 560 ft. revealing occurrences of quartz and mineralization, carrying gold values up to $3.08 per ton. Nos. 8 and 9 holes will be put down to further test this section. No. 7 hole is being drilled to further test the extension of the Obaska zone and joint drilling with East Sullivan Mines is being carried on along the west boundary.

* * *

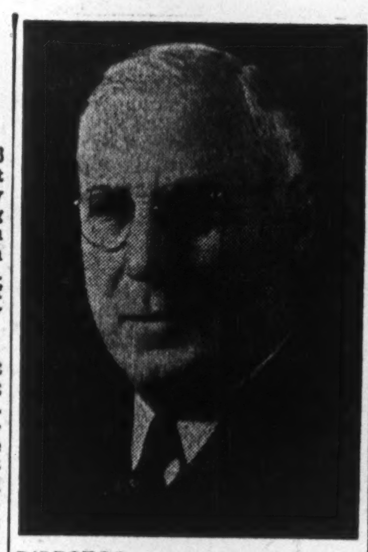
Heva-Cadillac Gold Mines advises that complete core assays from No. 4 hole show 253 ft. of core which carried uninterrupted gold values. One 15-ft. section is reported to have returned $5 gold per ton and a second 15-ft. section gave $2.88. Hole No. 5 has been started about 150 ft. east of completed No. 4. A contract has been let for a heavier drill.

* * *

Hard Rock Gold Mines reports bullion production of $177,108 (including $93,905 from 6,683 tons of stored concentrates) from 14,327 tons milled, an average millhead of $6.99 in the quarter ended Sept. 30, 1944, compared with $172,988 from 18,104 tons, and an average millhead of $8.70 per ton in the comparable quarter of 1943. Bullion production totalled $207,226 from 22,267 tons treated, an average of $9.31 gold per ton the three months ended June 30, 1944. The company has advised that treatment of stored concentrates will be suspended during the cold weather.

* * *

Kega Mines advises that J. D. Cumming has been appointed consulting engineer and will supervise a proposed drilling program of 5,000 ft. Recent work has comprised surface exploration and development.



DIRECTOR

W. E. Houghton, appointed a director of the Office Specialty Manufacturing Co., Newmarket. Mr. Houghton for 42 years has been the company's Ottawa branch manager.

Louvicourt Goldfield advises over the signature of President Pierre Beauchemin that three veins, with a vertical inclination, have been intersected by eight drill holes bored at 100-ft. intervals at depths varying from 250 to 400 ft. No. 23 hole is reported to have cut the "B" vein with an intersection at the west end of 25 ft. assaying $7.35 gold, with other sections yielding $5.77, $10.78 and $4.43, the latter across four feet representing the "A" vein. There is stated to have been revealed 1,000 tons to the vertical foot averaging $5.21 per ton.

* * *

La Salle Yellowknife Gold Mines reports that a light drill has arrived at its Giauque Lake property, with four holes already spotted. The light drill will be used until heavier equipment reaches the property.

* * *

Laguna Gold Mines, a subsidiary of Mining Corp. of Canada, advises that all assets of the company have been distributed and a shareholders' meeting has been called for Nov. 10, to consider the accounts and approve discharge of the liquidator. The company went into voluntary liquidation in 1939, following exhaustion of millfeed at the mine, and since that date has distributed 19.194 cents a share. Final paymen: of 1.194 cents a share accompanied notice of meeting.

* * *

Leitch Gold Mines reports bullion production of $126.302 from 4,204 tons treated, an average of $30.04 gold per ton the quarter ended Sept. 30, 1944, compared with $196,379 from 6,881 tons, an average of $28.54 the like quarter of 1943. Production was $159,836 from 5,869 tons, an average of $27.23 gold per ton the quarter ended June 30, 1944.

* * *

McVittie-Graham Mines is planning to distribute to stockholders 700,000 shares of Conwest Exploration Co. under the reorganization plan approved at special general meeting held last August. The plan calls for issue of one share of the new McVittie-Graham Mining Co. for each 10 old shares, plus one Conwest for every five McVittie shares now held.

* * *

Matachewan Consolidated Mines reports estimated net profits of $14,-643, equal to 0.4 cents per share the quarter ended Sept. 30, 1944, compared with $25,396 the comparable quarter of 1943 and $17,274 the three months ended June 30, 1944.

* * *

Torbec Mines has a crew on its property for a comprehensive development program. C. W. Tulley is in charge.

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. . . boy! is it **good** to be home!

This is the moment
I've dreamt about
For five fighting years!

I'm *home* again!

I'm home, because that mortar shell
Has left me a little lame for fighting;
But I'd sure like to be back with my pals!
My pals . . . wish you could meet them;
Finest bunch of fellows ever!

We used to talk a lot at nights . . .
About home; mostly:
"What's it like back home now?"
"Does Mom still do up all that chili sauce?"
"Has Mary still got pigtails?" . . .
"How much has it all changed?"
All those fellows think about is home;
I guess they wouldn't be able to stand it
If you folks stopped measuring up;
So don't let them down—Ever!

How can *you* measure up?

The easiest, most useful way is to buy *more* Victory Bonds; more than you bought last time. Each added one you buy more clearly proves faith in those boys who are fighting your fight.

This time, buy a Victory Bond from your pay . . . another, a LARGER one, from your savings. Actually you're not *spending* money when you buy Victory Bonds. You're *lending* — saving for your own future too. *Don't let them down* . . . buy more Victory Bonds!

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"VALOUR"

Two hundred miles from land, under the Arctic's midnight sun, Flight Sergeant Sydney Cole, wireless gunner aboard an RCAF flying boat, spotted a German submarine, on surface, five miles away. Cole, a rookie, reported to his pilot, Flight-Lieutenant David Hornell of Mimico, Ont., who abandoned his homeward patrol and instantly dove to attack.

Two days earlier Hornell had been told that two flying boats of his own type had been shot down by a U boat. He knew that this enemy had more guns, bigger guns and more accurate guns, than any airplane. An unequal battle. Yet Hornell tore in.

At 500 yards, flak and four inch shells raked and punctured the flying boat. The starboard engine was crippled and set ablaze. Flames ate away the fabric on the starboard wing and elevator. Holes bigger than a man's head were torn in the fuselage. The crew choked in dense smoke.

With the help of Co-Pilot Bernard Denomy of Chatham, Ont., Hornell kept his blazing half-a-plane on course. His gunners, from their smoke-filled blisters, tumbled some Nazi sailors into the sea, but a kill could only be made by depth charges dropped accurately, from close in.

As Hornell crossed that 500 yard gap his starboard engine fell into the sea. His pattern of depth charges followed, in perfect straddle, from apple tree height.

As the U boat's shell collapsed, then blew into hundreds of pieces, the flying boat crashed into mountainous waves and bounced 150 feet. A second bounce of 50 feet split the fuel tanks and blue flames fanned across the foaming sea.

The larger of two rubber dinghies exploded from the heat and eight fliers were faced with the task of crowding into another, meant only to carry five men.

David Hornell, captain of the craft, and at 34 oldest man in her crew, joined Co-Pilot Denomy and Navigator S. E. Matheson of Nelson, B.C. in clinging to the side while the other five squatted in the rubber doughnut.

As Hornell could have abandoned an unequal fight now he could have taken shelter. He refused. What's more he stripped off his trousers, bound their ends, and made them into a bailing pail.

This was the Subarctic, June 24th, 1944, where seas are rough and icily cold.

After two hours everyone knew survival was impossible for the men in the water. All must somehow get into that yellow blob of rubber. To do this, emergency rations, fresh water, oars, helmets and every scrap that could be thrown overboard, was ditched. Even then two of the eight had to trail their feet in the frigid sea.

The storm mounted. Waves grew from 12 to 20 to 40 feet. A crested comber upset the little boat and with it went David Hornell's bailing trousers. The eight shivering castaways righted their little craft and wearily slumped aboard.

Soon Sergeant Fernand St. Laurent of Father Point, Que., began to nod, in swoons, through exposure. His seven buddies rubbed his wet body with all their diminishing strength, while speaking pep talks about rescue. St. Laurent died and, within an hour, Sergeant D. C. Scott of Almonte, Ont., perished in the same way. Both bodies were committed to the sea with the prayers of men who wondered who would be next.

An aircraft of the air-sea rescue service, flying out of the Shetland Islands, spotted the drifters and swooped low with flashed words of encouragement but Hornell and his crew knew what the score was.

They were 200 miles from land. The sea was too rough for any plane to make a safe landing, let alone a rescue take-off.

A boat would have to pick them up and 21 shivering hours were to pass before that boat came in view.

When she did, five men raised a welcoming cheer. Then they noticed that one had not made a sound. That man was their captain. Without complaint, without so much as a whispered farewell, Flight-Lieutenant David Hornell had slid into the silence. He, together with navigator Matheson and Gunners I. J. Bodnoff (Ottawa) and Graham Campbell (Vancouver) were tenderly lifted aboard the rescue vessel while Co-Pilot Denomy and Gunner Sydney Cole climbed aboard with their own strength.

Sailors at once gave Hornell the benefit of their first aid training, but, after five hours, everyone knew that David Hornell, like St. Laurent and Scott, had paid for victory with his life.

All survivors were decorated, while Flight-Lieutenant David Hornell was posthumously awarded the highest medal within the gift of a grateful empire; The Victoria Cross.

In his citation was the declaration that this brave officer could, with clear conscience, have rejected a battle where the odds were heavily against him.

He chose to fight, though it cost him his life.

Here is a story to read and remember . . . Here is a record of Canadian valour, fortitude and sacrifice that will fill your heart with pride and gratefulness . . . Here is a stern and stirring reminder that while brave men fight to the limit — we must all of us lend to the limit! Brave deeds must be backed by dollars . . . by INVESTMENT IN VICTORY . . . by BUYING MORE VICTORY BONDS!

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